

MEDICAL ECONOMICS

TRADE MARK REG. U. S. PAT. OFFICE

One Dollar a Year

Ten Cents a Copy

"The Business Magazine of the Medical Profession"



Is a European Vacation Practical?

. III.

APRIL, 1926

No. 7

Compound Syrup of Hypophosphites “FELLOWS”

1866—1926

Not a new-born prodigy or an untried experiment, but a remedy whose usefulness has been fully demonstrated for more than half a century of clinical application

The Standard Tonic for 60 Years

R Rx Syr. Hypophos. Comp. “FELLOWS”

Reject — Cheap and Inefficient Substitutes
Preparations “Just as Good”

Fellows Medical Manufacturing Co., Inc.
26 Christopher Street, New York, N. Y.

M

Vol.

FRON

IS A
SUCC

CASIE

MAKI

BENJ

THE

EDITO

THE

OF

“COM

TO

FINAN

CURRE

TOURS

THIS

MEDICA

MEDICAL ECONOMICS

"The Business Magazine of the Medical Profession"

H. Sheridan Baketel, A.M., M.D., Editor

Lansing Chapman, Publisher



Vol. III.

Contents for April, 1926

No. 7

FRONT COVER

Original Painting by A. Holbrook

IS A EUROPEAN VACATION PRACTICAL? Page 7

SUCCESSFUL METHODS OF PICKING OFFICE

ASSISTANTS Page 12

D. M. Brown, New York, N. Y.

CASH AND CARRY PRACTICE Page 15

"Old Doc"

MAKING THE OFFICE ATTRACTIVE Page 17

D. M. Bicknell, New York, N. Y.

BENJAMIN RUSH, SIGNER OF THE

DECLARATION Page 21

THE DOCTOR AND HIS INVESTMENTS

Malcolm L. Hadden, New York, N. Y.

EDITORIALS Page 24

THE EFFECT OF LOOSE BUSINESS METHODS

ON PATIENTS Page 27

Paul R. Flint, Helena, Mont.

"COMING BACK" AFTER AN ABSENCE OF

TWO YEARS Page 30

M. N. Bunker, New Orleans, La.

TO DISCOURAGE THE CHARITY ABUSE

. Page 38

FINANCIAL DEPARTMENT

. Page 40

CURRENT LITERATURE FOR INVESTORS

. Page 44

TOURS AND CRUISES

. Page 57

THIS MONTH'S FREE LITERATURE

. Page 60

MEDICAL ECONOMICS: Published monthly at Rutherford, N. J., exclusively for physicians. Circulation more than 110,000.
Medical Economics, Inc., Publishers.
Rutherford, New Jersey

In All Conditions Where
**POULTICING, BLISTERING
or COUNTER-IRRITATION**
Is Indicated

Antiphlogistine

Produces all the therapeutic results of Counter-Irritation without the Irritation

One application of Antiphlogistine will operate beneficially for from 12 to 24 hours—a paramount consideration where nursing facilities are scanty.



Samples and Literature free on request

THE DENVER CHEMICAL MFG. CO.
New York

Laboratories: LONDON, BERLIN, PARIS, SYDNEY, MONTREAL
FLORENCE, BARCELONA, MEXICO CITY, BUENOS AIRES

"BACK CASES" IN INDUSTRY

Industrial surgeons who have to cope with so-called "Back-Cases" where there is complete or partial incapacity due to lumbago, some change in the bony structure or ligaments of the spine, or an inflammatory process in the fascia and muscles of the back, will appreciate Spencer Belts.

Spencer Belts are especially designed separately for each individual, to exert pressure on the affected structure, and to support the abdomen. For painful back cases they give great relief, and lessen incapacity.

Spencer Belts are non-elastic and washable. They are comfortable to wear.

Spencer
Belt
shown
on
slender
man.



Spencer
Belt
shown
on
stout
man.



In figures shown, note differences in design to meet differences in need.

Look in the phone book for "Spencer Corsetiere" or
write directly to us.

4-26

Send for these publications

Our Medical Department has issued booklets on the use
of Spencer Supports for the relief of enteroptosis, sacro-
iliac sprain, hernia, floating kidney.

Use the coupon and mention the book you are
interested in.

4-26

THE
BERGER
BROTHERS
COMPANY

139 Derby Avenue
New Haven, Conn.

SPENCER CORSETS

"We create a design especially for you"

Spencer
Corsets
are never
sold in
stores

Look in the phone book for
"Spencer Corsetiere"
or write us.

MAIL TODAY

CUT AND MAIL

Please send me booklet on

Dr.

Street

Town State

COLLENE

The Clean Silver

Never Becomes Irritating

In fact, many physicians observe COLLENE has a decidedly soothing and sedative effect on the mucous membrane, particularly in acute and already irritated conditions.

COLLENE is just as effective as other silver solutions and much easier, pleasanter and more economical, both for you and your patients, to handle.

You can easily prove this in your own practice by using COLLENE when "silver" is indicated. We are confident you will never be without this cleanly, non-irritating silver solution after once giving it a trial.

Liberal Samples and Literature Upon Request

THOS. LEEMING & CO.,
130 William Street, New York, N. Y.

M-4-26

Gentlemen:

Please send without charge two convenient wide-mouthed bottles of COLLENE, suitable for my emergency bag and table.

Name

Street

City State

Druggist

MEDICAL ECONOMICS

"The Business Magazine of the Medical Profession"

Rutherford, New Jersey

Vol. III., No. 7

April, 1926



Is a European Vacation Practical?

THREE are so many unvoiced questions in the mind of most physicians at the thought of a vacation in Europe that possibility rarely receives more than passing consideration.

"How long will it take?"

"Where can I go?"

"Should I plan to concentrate and thoroughly visit one or two countries only or should I hit the high spots and try to cover most of Europe?"

"What is the shortest possible time in which I can accomplish anything?"

"What can I do in six, eight, ten or twelve weeks?"

"What are the approximate costs of the various kinds of European travel?"

These are a few of the questions which immediately present themselves and all too frequently we are too prone to fail to face the issue and learn just what can be done.

With this situation thoroughly

in mind, MEDICAL ECONOMICS has consulted some of the best informed authorities on European travel, asking all of these questions and many more, with the result that we are publishing the following general survey.

The Coming Travel Season

The purpose of this article is to give every physician a comprehensive idea of the possibilities of spending his vacation in European travel. Length of time, both minimum and maximum, and comparative costs of various modes of travel are discussed.

MEDICAL ECONOMICS will further aid its readers by obtaining on request, itineraries, costs and other information on travel through any particular European country or countries.

steadily since the war and there is now scarcely a favorite route that is not open to visitors from this side of the Atlantic. The summer of 1926 will find numerous American travelers in Ireland, Germany and other central European countries, where, for a long time, conditions were not considered particularly favorable. Spain too, which has always been somewhat off the beaten path,



Riffelsee and Matterhorn

will attract an unusually large number of visitors.

But the old favorites: England, France, Belgium, Holland, Switzerland and Italy still appeal to the majority. In this connection it is interesting to note that practically every European tour today includes visits to both Paris and London. These two great capitals continue to be the gathering places of the majority of American visitors to the Old World.

The Cost of a Trip Abroad

Consider first the trans-Atlantic crossing, which is the beginning of every tour: There are the great de luxe liners that make the voyage in five or six days, providing every possible comfort and luxury. These, of course, are the most expensive, and appeal to a very large class of American travelers.

Next come the smaller and somewhat slower first-class ships, requiring eight or nine days for the crossing, and with correspondingly lower fares than the largest ships. The expenses of a

voyage on ships of this grade will perhaps average 20% less than on the de luxe ships.

The so-called Cabin-Class ships are preferred by those who wish to effect economies without loss of prestige, for these liners usually carry only one class of passengers, giving the traveler the entire run of the ship, at a fare not exceeding the Second-Class fares on the largest ships.

In general, the American traveler does not like to travel second class at sea, and the majority of the tours at moderate fares, offered by the leading travel agencies, include trans-Atlantic passage on Cabin-Class steamers.

This class consciousness, however, does not seem to apply as regards the Tourist Third Cabin method of travel, which is increasing in popularity. The institution of the new Tourist Third Cabin travel arrangements by the principal trans-Atlantic lines last summer proved a success and attracted large numbers of business and professional people as well as students who found



A typical Norwegian fjord scene

that they were able to visit Europe practically at pre-war prices. This year, preparations for the special Tourist Third Cabin accommodations have been made on even more liners and the principal travel agencies have worked out comprehensive tours to Europe in conjunction with these sailings.

Travel in Europe

As regards the shore end of a trip abroad, there is also a great variation in cost. Europe provides three classes of travel by rail. The average American visitor seems content with Second Class on the Continent and Third Class in Great Britain which actually corresponds to the Continental Second Class. The traveler de luxe will, of course, choose first class throughout.

The same applies to hotels; the more moderate-priced establishments attracting the greater number of visitors.

Practically every large city in Europe offers splendid facilities

for sightseeing in the shape of large motor coaches which include all the principal points of interest. Americans who wish to travel inexpensively avail themselves of this type of pre-arranged sightseeing rather than the more expensive private motor cars. There are too, many extended tours by these motor coaches to be made in Switzerland, France and England, offering an unusually pleasant way of seeing the picturesque countryside.

In short, there are today ways and means of enjoying a vacation abroad designed to meet every taste and pocketbook.

The Time Required for a Trip Abroad

This, of course, is dependent entirely on the number of points the traveler wishes to visit and the number of days devoted to each. However, we give as example the minimum amount of time necessary to a fairly comprehensive European tour.



Houses of Parliament, London

It is possible, by using the fastest trans-Atlantic liners sailing out of New York and calling at both Cherbourg and Southampton, to enjoy a very interesting and worth-while European vacation in four weeks' time, twelve days being allowed for the outward and return voyage and the remaining sixteen days to be spent on land. The most satisfactory way in which to employ these sixteen days would probably be to spend five days in Paris, which permits the traveler to see the principal points of interest both in and around the city. Brussels, the Belgian capital, might then be visited, then Antwerp, The Hague and Amsterdam. This section of the trip might be condensed into six days, leaving a day for the crossing from Amsterdam to Harwich and the trip up to London, where five and a half days might be spent. This much time in London is sufficient for the traveler to visit the city and its surroundings and

also to make a short trip to the interesting Shakespeare Country, which should certainly be included in a visit to England if possible.

The cost of such a European tour, including first-class accommodations on the largest and fastest trans-Atlantic liners, hotel accommodations at the best hotels throughout, first-class travel by rail and the use of private motor cars for sightseeing, would be approximately \$1,000.

A trip of this kind, including as it does, four different countries, with visits to their capital cities, may be said to be a thoroughly satisfactory short European tour—one which may be enjoyed by persons having only one month of vacation time at their disposal. It is also possible to make this same trip at a considerably lower cost by using "Cabin-Class" steamers for the trans-Atlantic crossing, second and third-class rail travel in Europe, hotel accommodations of

a less expensive type, and in place of private motor cars for sightseeing, the traveler may avail himself of the sightseeing automobile trips which are found in most of the European cities.

Those who wish to visit Europe on the most economical basis possible will find the so-called "Student Tours" particularly interesting. A short European tour such as outlined above may, as a member of a "Student Tour," which provides trans-Atlantic passage in the Student Third Cabin accommodations, accommodations at moderate priced hotels, and a less elaborate and expensive program of sightseeing, be made for approximately one-third of the cost of the tour de luxe.

Of course, it is possible to make an even shorter visit to Europe, but except in the case of persons traveling on business or for some other specific reason which requires them to go abroad for a very short time, it is hardly advisable to incur the expense of

the trans-Atlantic passage unless a stay of two or three weeks in Europe may be enjoyed. So we will consider the tour requiring from four weeks to thirty-two days, according to the amount of time necessary for the trans-Atlantic crossing, to be the minimum length, practical and satisfactory trip abroad.

The Complete European Tour

Now let us consider the long European tour—the comprehensive journey which should appeal to those with two and a half months at their disposal. It will be found that the cost of the trip decreases proportionately as its duration increases. This is due to the fact that the cost per day for travel on land is less than the average cost per day of the trans-Atlantic crossings. Therefore, one who has already gone to the expense of securing good steamship accommodations will always be wise to extend the land

(Continued on Page 50)



The Roman Forum. View Toward Capitoline Hill

Successful Methods of Picking Office Assistants

By D. M. Brown

They must be neat and of pleasant appearance, cheerful personality, not too old nor yet too young, refined, able to understand, and above all careful and tactful.

WHEN a physician has gained enough momentum to leave the sheltering wing of some older practitioner and strike out wholly on his own, he is faced with a multiplicity of details. Location, equipment, furnishings for the new office, demand his consideration and in the resultant hurry he is apt to give less than the deserved attention to another problem. What sort of an assistant should he have? Where can he find her? How may he tell if she has the qualities that will make her a good helper? What should he plan to pay her?

The younger doctor is not the only one faced with such a problem. Office assistants marry, resign, become ill, just like other human beings, and then their places must be filled, so that even long-established physicians occasionally must solve the puzzle of where to find another helper.

The search is made more difficult by the fact that the sort of young woman—it is taken for granted that 100 out of every 100 office assistants are women—a physician would be willing to

have in his office cannot be obtained like a stenographer or a salesgirl. It was my thought when I started out to get this story that information on the proper type of girl for the work could be obtained from the higher class employment agencies. But the idea was a mistake. Surprisingly few doctors ask the employment agencies to find secretaries for them and very few girls make application for that sort of position. This is perhaps because the type of young woman who is capable of handling the work in a professional man's office is not used to ap-

Although the thoughts were secured from metropolitan physicians, it must be kept in mind that the general characteristics so much desired by these most successful men are equally worth while anywhere. At any event the entire subject of office help is one that will bear much study. We urge any doctor who has had any helpful experiences, to tell us about them that we might pass them on for the benefit of all, or perhaps there are some problems which we might be able to help solve. At any rate we are very desirous to present further ideas on this subject.

—THE EDITOR.

plying for work in the sense of taking any job that an employment agency may offer. The position of secretary to a physician demands of its occupant a considerable amount of culture and poise, far more indeed than the ordinary working girl possesses. The woman who is a perfect hostess in her own home is the sort most valuable in the doctor's office.

So, casting aside the idea of getting any practical information from employment agencies, I ap-

proached six doctors having offices either in the aristocratic sections or the middle class sections of New York City. Several times I had difficulty in not disclosing to the secretary herself that I wanted to find out all about her, which showed that she knew her job; and the question I asked each physician was: Where and how did you find that capable young woman sitting at the desk in your outer office?

Not one of them had come through an employment agency, and only one had been obtained by a classified advertisement. The first doctor I went to told me his present secretary had come to him with a letter of introduction from a friend in his native city in the Middle West. He had just chanced to need an assistant at the moment and the visitor had so impressed him that he asked her to take the place though she had never worked before. A second physician had found his secretary through the good offices of her predecessor who had resigned in order to marry. Another secretary was a graduate nurse whom her employer had known during her hospital training period. The wife of the doctor in the fourth instance had found his office assistant, a former social worker, for him. And a fifth had been sent to the doctor by one of his patients.

Only in the case of the sixth physician I saw did his secretary come from outside the ranks of his personal or professional acquaintanceship. This doctor inserted a discreetly worded advertisement in the classified columns and then gave two days to sorting over the applications which came by mail. The advertisement stipulated that the successful applicant must be of good education, good appearance and about twenty-five years of age. In addition to that, she had to be of a cheerful disposition, possess a good memory and must like to meet people. Only six of

the more than a hundred answers seemed promising enough to justify interviews with the writers. These six simmered down to two after the interviews were over and how the doctor chose between them is an interesting story which will be detailed further on.

All office assistants should have certain attributes in common. But it depends apparently upon the doctor whether they have to be nurses or not. Some physicians seem to prefer a nurse in their office no matter what they specialize in, while others would rather have a girl who has not gone through a nursing course. Of course this preference is regulated to some extent by the kind of practice the doctor is engaged in. If he treats the eye, the ear, the nose or throat or does other work that necessitates small operations in his office a nurse is the better type of assistant. She knows how to administer the anaesthetic, dress the wound if a dressing is needed, and take care of the instruments. But generally speaking a graduate nurse can command such good wages in her regular work, that the physician is unable to compete for her services. Certainly the younger physician is in no position to pay his office assistant from \$50 to \$60 a week.

Thus it is more economical for those physicians who do not have to perform surgical work in their offices to engage the services of some girl of lay or business training only. They need some one who can keep books, send out bills, take care of the office, buy the supplies, supervise appointments, and, in other words, relieve their employer from all the burden of detail. In addition every office assistant should be able to look after a post-operative dressing and take care of instruments, but it is not necessary that the girl be a nurse in order to do this. Any young woman with an average amount of common

(Continued on Page 46)

Free Extension Course for American Physicians Offered by Elster Spa

Bad Elster, the most important resort of the Saxon Mountains, and famous for its curative springs, will hold scientific extension courses for physicians during the month of June, 1926. The topics will be lectures on medical subjects in general, on balneology, and on the various curative factors for which Elster is so well renowned: for instance, the iron springs, salt springs, moor and mineral baths, the various treatments of functional and organic diseases, and diseases of the stomach, liver, kidneys, etc.

This extension course is officially recognized and supported by the government. No tuition fee will be charged to American certified physicians, if they are properly registered and recommended by the official representatives of Bad Elster, the German Health Resorts, 630 Fifth Avenue, New York City.

Physicians and their families will be heartily welcomed, all the resort facilities will be free of charge to them, and the beautiful surroundings of the spa, as well as its ideal climate will make their stay helpful and pleasant.

Snow-Covered Vesuvius



There have been heavy snow falls in Naples, Italy, recently completely covering Mount Vesuvius which presents a rare and fantastic spectacle. It is the first time in many years that snow has fallen on Vesuvius. Photo shows eruptions from crater which is snow covered.—P. and A. Photos.

Cash and Carry Practice

By Old Doc

DOCTOR are you broke? I was and had a bad case of it but recovered after taking the Kill or Kure treatment. This is the story.

I located in this town thirty years ago, then a city of 20,000 people, attended to business and was successful as far as the medical end of it was concerned and was just making a modest living. At that time we were getting \$1.00 for house visits, half that for office visits and \$10 for confinement cases. From the second to the tenth year I was doing about \$4000 per year and collecting about \$1800.

At the end of ten years I had about \$15,000 on my books. We were still living in a rented house and I could not pay my bills regular enough to keep my name off the slow-pay list. This was very annoying to myself and family. After considering the matter from all sides, I decided to make medicine pay me more than a skimp living or go back to the farm. So I "took my pen in hand" and wrote all my poor pay, and that covered about 75 per cent of my practice, something like the following letter:

Dear Mr. Smith:

I have been your family doctor for the past eight years. During that time the

amount of practice done for your family was \$312, on which you have paid \$102. This leaves a balance due me, \$210.

I know that you have had a hard time keeping the pot boiling to feed those three children I brought into the world for you and that there have been some hard cases of sickness in your family; therefore, I could not expect too much of you. But, I have a family myself to look out for and, like yourself, time is all we have to sell and if we keep agoing we must have pay for our time. So I have decided to

go on a cash basis on Jan. 1st. After that date I will require cash for my work. However, I will give credit for one house visit in case of emergency. This will give you time to make arrangements to pay cash for other visits that may be required in that case. All office work will be cash each visit.

Wishing you a Merry Christmas, I am,

Your Family Doctor.

Of course, these letters varied to suit each case, but the facts were plainly stated in each one. I mailed this stack of letters the week before Christmas and sat

back to watch the fireworks, not knowing whether I would peddle pills or corn the next year.

Well, it blew off all right on time. Before January 1st I had received \$1106 in cold cash and that was more money than I had ever had at one time in all my life. "Just think of it, wifie, we have a whole \$1000 in the bank all our own." Well, that was some Christmas for us. Along with the cash I got some cussing also. (Incidentally, will say that we still have that thousand along with quite a few others just like it, but they don't look quite so large as that first one did. Oh, boy, that first one was some thousand!)

Here comes Mr. Smith. "Hello, Doc; seeing that it's about the first of the year I thought I would pay something on my account." He never did mention the letter, but paid me \$25. I got out my books and gave him credit for \$24 on the old account and \$1.00 on a new account, and explained to him that he still had credit for one visit to his home, but further than that I would not extend credit.

Then came old Mrs. Catts, and what she told me was a-plenty. She reminded me that she had sent me many cases and had stuck to me through thick and thin. Then I had to tell her that the patients she sent me were like herself—plenty practice but very short on cash.

Quite a few quit me for good and never came even to cuss me out. However, some that left me came back and are still with me under the cash and carry system. Tom Brown's wife got typhoid and he got her a new doctor. After two weeks' treatment she was just getting good and sick as all typhoid cases do. Tom, he got very much worried about her condition and remembered that I treated his two children through typhoid and they were still living. He began to edge my way; came and said that he wanted me to take the case and handed me \$30;

said he would get more before that was used up. Well, Tom paid up his old account and still has credit with me today, that is, from one pay-day to the next.

The first year under the cash and carry system I took in, in cash, \$3700. We got a better horse and buggy, new fixings for the home and office, more and better clothing for the family, began to attend a few shows and social functions. People that never knew us, now began to get chummy and I soon had some new good paying business. We bought a \$5000 home and paid for it. When we got an extra thousand we loaned it out on first mortgage real estate in our own town. We bought vacant lots in growing sections of this town, built houses on them and are renting them today.

Will this cash thing work in my location? This question has been asked me many times. I can say this much, it will not unless you try it. This has worked in several locations, in towns from 200 to 200,000 people. The fact is that the average man is honest and intends to pay you; but the butcher, baker and candlestick maker go right after him and when they are through with him he is picked clean and Old Doc has to wait. Now I believe in getting in the swim and if there is a loss we will all stand a part and not let it all fall on Old Doc.

My patients have found out that they don't need to call me every time they have the belly-ache, and that there is some virtue in castor oil, epsom salts and hot applications, also that a 15-cent soup bone now and then will take the place of a 75-cent steak.

I have known but one doctor to fail, and his trouble was lack of medical knowledge. He is right here in this town, and I have given him enough cash business to start two doctors, but he can not hold it.

One doctor out in the woods, where they have money only once a year, took a secured note in ad-

(Continued on Page 49)

Making the Office Attractive

D. M. Bicknell

New York, N. Y.

AS short a while as twenty-five years ago most doctors' offices were in their homes. The waiting room was the family parlor with its horse-hair sofa, its family album and the diploma hung proudly over the piano. Then, as the population of cities and towns increased, the doctors felt that it was necessary for them to move to a more central location and most of them went to the downtown section for their offices. And then no doubt the question of furnishing the waiting room was often an anxious one to the physician and his wife.

Usually the furniture that had been cast off in the home was brought down and installed in the office. The medical books that had taken up so much room in the bookcases were brought down, the diploma and the picture of the doctor taken with his graduation class, the rug with the worn place in it, the rickety-legged table, and that hideous vase that had always been an eyesore to the Mrs. Doctor.

And, with all these "objets d'art" ensconced carefully in his waiting room, the doctor was probably satisfied; but the patients were ill at ease in the room without knowing exactly what was wrong. No wonder most people hated to go to a doctor's office; depression greeted them as soon as they entered and gloom stayed with them while they waited their turn.

Many physicians' offices are still of practically the same type, but here and there we find a forward-looking medical man who knows the value of psychology as applied to his patients and who acts accordingly, and

whose waiting rooms are utterly unlike those of a generation ago.

The idea of interior decoration as applied to a physician's office is quite new. Even a few years ago it would have been regarded as extreme and an affectation. The idea is still so recent that there remain many doctors who regard it with aversion. They believe that if a doctor is truly competent the appearance of his offices makes very little difference. This is true to some extent but it is likewise true that a patient is more amenable to treatment if he is put in a good frame of mind while he is waiting for the doctor. And the waiting room, if it takes his mind from his troubles, puts him in such a frame of mind. In the few cases where this method has been worked out it has met with marked success, so the old-fashioned sombre waiting rooms are gradually giving way to rooms of cheerfulness and beauty.

When the professional building was erected at Hempstead, L. I., George R. Thompson was called in to decorate the waiting rooms. In this building one waiting room served two, three or even four doctors. The building was in the nature of an experiment so that none of the physicians wished to put too much money into it. On two of the rooms Mr. Thompson spent \$1,000 apiece and on one other he spent \$1,500. These rooms are attractive in every respect, and a very far cry from the old-fashioned waiting rooms of a generation ago.

There is nothing about them to suggest pain or suffering. They are big, bright, airy rooms, full of color. There is a charming simplicity about them and



There is nothing here to suggest pain or suffering

yet there is an abundance of everything that is necessary to the comfort of a waiting room. The idea carried out is early American. The furniture is in dark wood and in two of the rooms there has been added wicker furniture, painted a soft dark green. One large, plain color rug on the floor forms a background for the dark furniture. A few prints on the plain soft grey walls bring out the hominess of the room. There are no medical books on display, no medical magazines or journals on the tables, no framed diplomas on the walls. The secretary's desk in the corner is the only thing that distinguishes this room from the comfortable living room of a home.

The main idea in these rooms was to remove as far as possible from the observation of the patient the fact that he is in a doctor's waiting room. There is an educational value in the pieces of furniture and in the prints belonging to a period in American history and there is abso-

lutely nothing to make one think of medicine in any form but on the other hand everything to make one think of other things.

Another doctor in New York City has followed this idea even further. He has his offices and waiting rooms as utterly unlike the popular concept of a doctor's office as possible. Very fine and valuable paintings, some extraordinarily lovely tapestries and other works of art are hung on the paneled walls. The lights are shaded, the hangings are of a deep red velvet, the pieces of furniture are rare and beautiful. The effect is rather sombre and somewhat like a museum but undoubtedly it distracts the mind of the patient from his ills. The interest bound to be aroused by finding such things in the office of a doctor, not to speak of the admiration and wonder caused by the objects themselves, is sufficient to take anyone's mind "off his troubles."

Other physicians have followed this plan in simpler ways. Some have merely made their

waiting rooms as inviting as they could without carrying out any very specific decorative scheme. Others have been a bit more definite. One nerve specialist has his waiting room furnished and decorated so simply and yet so subtly that its sooth-ing effect is felt the moment you enter the door. Soft walls in a shade of greenish grey, sub-dued indirect lights, pleasant simple pictures and simple pieces of furniture in the same color as the walls form a most rest-ful waiting room for those with frazzled nerves who come to this doctor for treatment. This doctor is astute enough to know the psychological effect such a room produces on his patients and he takes advantage of it. He planned the room himself but any interior decorator would have delighted in it.

Another doctor that I was told of, a children's specialist, has made an effort to produce a favorable impression in his young patients by his waiting room. What child could be frightened

in a big sunny room with walls of pale yellow and familiar Mother Goose pictures painted on those same walls? It is more like the nursery at home than a doctor's office.

With one exception all these doctors have made their waiting rooms attractive and charming without the expenditure of a great deal of money. Of course a room can be made as elaborate or as costly as a doctor might wish but simplicity should be the ruling note. Any interior decorator that you talk to is at once enthusiastic over the possi-bilities of decorating a physi-cian's office. Each special branch of medical practice has different and interesting chances for developing a special kind of decoration. And most decorators assure you that a most attractive room can be furnished at a nomi-nal cost.

It is a strange thing that more of the metropolitan doctors have not seen the advantages gained by judicious decorating and have not profited by it. And it is



A big, bright, airy room full of color

also strange that some enterprising interior decorator has not seen the possibilities to be found in the decoration of a physician's office, and has not made some special effort to do such work. Perhaps the few doctors who have seen the advantages and the few decorators who are beginning to realize the possibilities will start the ball rolling in the right direction. Perhaps in a few years all offices of doctors will be designed for waiting.

The first requisite for any well appointed waiting room is that it should distract the patient's mind from the fact that he is sick and in a doctor's office waiting to be treated. Naturally the elimination of all objects referring to medical practice in any of its forms, follows from this. The room should be cheerful and in most cases, colorful and there should be plenty of chairs. Straight chairs or couches are best. These should be comfortable but not too "sinky." The walls should be in plain colors, but not in white or very pale grey. The sanitary white tiled look is to be avoided. Paneled walls are always in good taste and lend themselves to a few pictures with very good grace. The pictures should be of a medium size, rather colorful and with attractive frames. Naturally the "Death of the Child" should not be included among these. If the room is light the chances of its cheeriness are increased. But in these days of crowded buildings and small offices this is not always possible. If the room is dark indirect lighting may be substituted with good effect. This sort of light makes a cheerful room and yet is not glaring or hard on the eyes. A plain heavy rug on an unwaxed floor is most desirable and there should be several tables, both large and small, for books (not medical), magazines and so on.

It is well, if possible, to have the secretary's desk in an ante-

room where her files and other paraphernalia can be kept out of sight. When this is not feasible owing to limited space or to some other reason there are other ways. Some doctors use a decorative screen to hide the desk, others place it in a far corner where it is least noticeable. But there are many desks which can be obtained now that are an asset to an office, that harmonize with the other furnishings in the room and even add to its attractiveness, without calling attention to the fact that it is connected with the practice of medicine.

This of course is a suggestion for any doctor's office. But think of the possibilities that might be found in the offices of specialists! Just as the nerve specialist and the children's specialist have individualized their waiting rooms according to their practice, so also could the eye specialist, the stomach specialist, the throat and nose specialist, the obstetrician, the gynecologist and others. Each one could have his office furnished and decorated with the idea in mind that such decoration would produce a favorable psychological reaction in the mind of the patient. The decorator would certainly respond to such an idea and do his best to carry it out and I think that nine times out of ten it would be successful.

Although many doctors still ridicule the idea of decorated offices I believe that they would be repaid for any trouble and expense of having such work done, by the increase in number of patients, better type of patients and better results in treatments.

Doctor: "But, my dear sir, I can't prescribe whiskey for you unless I am convinced you need it. What are your symptoms?"

Patient: "What symptoms would you suggest, Doctor?"

I m
for f
Rush,
G
from
Colleg
he s
Philad
der
Redma
then
Europ
tained
gree a
cian
from
cal d
of the
sity
burgh
atten
tures
cine in
and Fr
Paris
aided
min I
who w
the Fre
tal an
"Poor
helping
vanced
to com
On h
Rush
chemist
college,
made ti
favor o
Thomas
separati
was th
was the
tee of
of Penn
in favor
July 4,
ary sig
of Indep
Rush

Benjamin Rush, Signer of the Declaration

IN those days which "tried men's souls" none did more unselfish service for the cause for freedom than did Benjamin Rush, M.D.

Graduated from Princeton College in 1760, he studied in Philadelphia under Dr. John Redman, and then went to Europe. He obtained his degree as a physician in 1768 from the medical department of the University of Edinburgh and also attended lectures in medicine in England and France. In Paris he was aided by Benjamin Franklin, who was then in the French capital and indeed

"Poor Richard" who was always helping able young men, advanced Rush money with which to complete his studies.

On his return to Philadelphia, Rush was made professor of chemistry in the city medical college, but busy as he was he made time to speak and write in favor of colonial rights. As did Thomas Paine, he urged that the separation from Great Britain was the only logical step. He was the chairman of a committee of the provincial conference of Pennsylvania which reported in favor of such a step and on July 4, 1776, he affixed his scholarly signature to the Declaration of Independence.

Rush was chosen surgeon gen-

eral of the middle department of the American Army that same year and was tireless in his care of the wounded at the battles of Trenton, Princeton and Brandywine, and of the ill and famished patriots at Valley Forge.

Owing to his denunciations of the corrupt methods of handling hospital stores and the wrongs perpetrated by unprincipled men on stricken soldiers, Rush resigned his commission. It is said that there was a coolness between General Washington and him on that account, but this has been questioned.

John Morgan, the first surgeon general of the American forces, who had been equally outspoken, was removed for political reasons and finally reinstated, and remained on good terms with Washington, who even commended his course. Rush, although he had no money himself, refused to accept any compensation for his services.

Resuming active practice in "The City of Brotherly Love" he also remained an educator and a pioneer in medicine, and became known to medical circles throughout the world as "The Sydenham of America."

Epictetus said, "Difficulties are things that show what men are."

The Doctor and His Investments

Article 16

Industrial Securities

Malcolm L. Hadden

New York

INDUSTRIAL securities are the Nemesis of the average investor, the large and small alike. The danger sign is always present and the field is one which should be avoided, for the most part, by the novice in investment. Of those who fall in this latter class, the doctor as a general rule must be included. This is not said with any intention of deprecating the business sagacity of the doctor, but merely because the nature of the doctor's work is such that he has little or no time to devote to investment and financial matters.

In theory, at least, the industrial enterprise is subject to every vicissitude of commerce. Municipalities and states have no competition whatever. The revenues with which they meet their obligations cannot be decreased by a competitor. Railroads and public utilities are protected against competition through the instrumentality of franchises and public commissions. Not so with the industrial. Competition is always potentially if not actually present. The more prosperous an enterprise is, the more severe will be its competition. Two or three pioneer manufacturers proved that the automobile was commercially practical and within ten years there were over two hundred makers in the field. In times of depression, the industrials are hardest hit of any undertaking (as a class) and in times of prosperity, recent history would indicate that they are taxed the heaviest. The short life of patents, the unstableness of earnings, labor

troubles and hostile legislation, all combine to make industrial enterprises speculative ventures as the general rule.

Investment in any new enterprise, or in any highly specialized business should be avoided, or any business which is to a large degree dependent upon the managerial ability of one man. The demand for a specialized article may disappear overnight, or the guiding genius of a business may die or go over to a competitor. Investment in a business which is dependent upon a patent should likewise be avoided, for a new invention may at any moment render obsolete and worthless a patent right.

The prospective investor should carefully investigate the competitive status of the industry in which he is interested. He will do well to avoid investments both in companies which make unfair use of monopolistic position and in those which are forced to meet cut-throat competition.

The element of competition is largely responsible for the numerous liquidations following failure in industrial concerns. It is seldom that railroad or public utility is abandoned, because the property is essential to the maintenance of the community or district. Reorganization is generally the worst that can happen to failures in these classes of corporations. Far different, however, is the position of the industrial corporation. While the products placed on the market may be a prime necessity of living, nevertheless the commun-

ity is not dependent upon a particular property in providing these commodities. It, therefore, comes about that when failure results and the courts come to deal with the corporation in receivership, if the corporation is of small or moderate size, the property is more than likely to be liquidated for the payment of the debts. Large corporations that hold a commanding place in the industry are not so readily liquidated, but more often will be reorganized. An industrial corporation that must be liquidated will probably rescue only a small part of the investment with which to pay the debts, leaving little or nothing for the stockholders.

The integration of an industrial enterprise should be carefully considered by the prospective investor as it may eventually have a decided effect upon earnings. Integration in industry involves primarily control over sources of raw materials and in this connection it might be pointed out that many indus-

trial corporations whose securities are most highly regarded in this country are the ones which control their own sources of raw material. The United States Steel Corporation, for example, owns large iron-ore deposits and mines, as does Bethlehem Steel. The United States Rubber Company owns rubber plantations in the East Indies and cotton fields in the Southern States. The United Fruit Company owns extensive plantations in Central America and the ships in which its produce is brought to the United States. The Ford Motor Company owns its own blast furnaces and also owns a railroad over which it transports much of its raw products and finished cars. The integration of the various Standard Oil Companies is well known and undoubtedly has had much to do with the phenomenal growth and success of these organizations. Socony gasoline, for example, does not leave the possession of the Standard Oil Companies from

(Continued on Page 45)

Financial Terms Defined

"Integration of Industry"—

By this term is meant the unification under the same control of the several activities which comprise the particular line of industry of a corporation. Integral processes are understood to refer to the various stages of manufacture and distribution which directly follow each other as the raw material is converted into the finished product and placed at the disposal of the consumer.

"Reorganization"—

A readjustment of the rights of the bondholders, creditors, and the stockholders of an insolvent corporation in order that the corporation may continue in business.

"Liquidation"—

The process whereby the business of a company or corporation is closed out and the assets if any disposed of to the benefit of the bondholders, creditors and the stockholders thereof.

Editorials

A Good Opening for a Doctor

From time to time the medical profession hears of "attractive openings" for doctors. Sometimes these are genuine appeals from an under-served community but more often they come from people who have an axe to grind.

Recently one such appeal was sent out by the management of a new office building in Quincy, Ill. There was no need for more doctors in Quincy. In fact the community was over-supplied with members of the medical profession. The appeal was simply an effort by the building management to rent offices.

Then again we hear of new real estate developments which try to induce doctors to settle on their property. Some day the development may amount to something but in the beginning it offers little opportunity for the practitioner. Of course, it makes a good advertisement for the promoters if they can say that there is a physician resident in the community.

It is not good business for a doctor to pull up stakes and go to another place purely on the strength of an advertisement or circular letter. If the place offers a real opportunity it will stand investigation. If there is not a need for another doctor there a little investigation will quickly determine the facts.

There are many avenues of investigation open to an interested doctor. There is the State Medical Society, the nearest hospital, one or two local banks.

Before embarking on any new assignment the doctor should find out, provided he believes the community needs more medical aid, the financial and health status of the place, its growth and opportunity for growth, its industries, the character of population and employment and the cost of living.

These facts he must then weigh in the balance against his personal aims, ability and condition. If he be well along in life he might not find it well to pioneer in the development of a new settlement. If he be married he might not wish to settle in a place that does not afford social opportunity for his wife or the proper surroundings for his children. If he be a young unencumbered doctor he might not find it desirable to settle in a place already going to seed.

There are now far too many misplaced practitioners to add to the number by hasty moves. If a physician is dissatisfied with his location he should not be in such a hurry to move that he jumps from the frying pan into the fire.

A man owes a responsibility to himself, to his family, if he

April, 1926

has one, or to the family he expects to have, to use care and judgment based upon thorough examination in choosing his location.

There is an old saying that a man should believe half of what he hears and half again as much of what he reads—it holds good when considering a new location.

Site Offered for Physicians' Home

A reader, Will Anderson, after noting an article in December MEDICAL ECONOMICS on the need for funds for a new national home for physicians, has offered to Dr. Robert T. Morris, President of The Physicians' Home, Inc., a site near Winchester, Va., in the Great North Mountains and in the neighborhood of the famous Capon Springs.

The directors of the Physicians' Home, Dr. Morris informs us, are very much in favor of having one unit in the Virginia mountains. "All depends," says Dr. Morris, "upon the amount of endowment that we can secure for our several proposed units."

While MEDICAL ECONOMICS is of course gratified to have the proffer of a site in these beautiful mountains of Virginia come as a result of its efforts to spread the news about the national home units, it has no desire to suggest any one site. Its one aim is to help the board and it hopes that other readers will come forward with generous assistance to Dr. Morris in this wonderful work.

Money is needed and needed badly and this one thought comes to mind: If all physicians would give all of their uncollectable accounts—the ones they never expect to realize a cent on—to some reputable collection agency and send all of the proceeds to Dr. Morris for this work, he would have enough funds to start several units before the year is out. And it would not cost one red cent!

What Does the Medical Profession Think of Prohibition?

The strongest pressure yet brought to bear on Congress for modification of the Volstead Act will be made before the year is out. Both sides are gathering their forces for the fray.

We have had statements from the clergy and educators, but what of the medical profession?

Because we believe that the work of the average physi-

Editorials-Continued

cian gives him a better insight into the lives of those in his community than any other individual we are writing to 10,000 of our readers so located in different parts of the country that we may consider their replies a fair cross section of the opinion of the entire medical profession.

We are asking four questions.

Realizing that many of our readers who will not receive our special request for answers to these questions will be interested in expressing their opinions, we are taking this opportunity to invite every reader of MEDICAL ECONOMICS to write us. The resulting information will prove of great interest.

A tabulation of the replies to these questions and answers will be published in an early issue.

Prohibition Questionnaire

1. Has prohibition had a good or bad influence on the moral tone of your community?
2. Has prohibition improved the financial welfare of your patients?
3. Has prohibition had a noticeable influence on the general health of your patients?
4. Are you satisfied with present conditions?

The four questions we are asking are given above. No names will be mentioned in publishing tabulations and analysis of the answers. It will not be necessary to repeat the questions with your answers. Simply number your answers to correspond with the questions.

Ohio's Roadside Crosses

In a successful effort to make motorists more careful the state of Ohio has lined its automobile highways with white crosses to show where motorists have met death. At one curve there are eight crosses; and on three pieces of turnpike totalling 100 miles of road there are seventy-nine crosses to remind drivers of the slim hold the automobilist has on life.

One Chance in Twelve

According to the Prudential Insurance Company statistics we each have about one chance in twelve of dying with our boots on. Out of a total of 124,000 deaths among their policyholders ten thousand were untimely. The automobile, of course, was the greatest factor in these sudden deaths. However, there were also many drownings.

The Effect of Loose Business Methods on Patients

By Paul R. Flint

Helena, Mont.

SCIENTIFICALLY, the modern doctor is a success in the highest sense the term implies. Ethically, he has raised his standards to the point where men in other professions and businesses look to the medical fraternity for their object lessons in ethics. But as a business man, the doctor, in far too many cases, has proven a sad failure. Most of them have made good in spite of this serious deficiency.

From a layman's point of view, the doctor is looked upon as sort of a good samaritan, ministering to those in trouble, spreading good cheer; always an optimist. His relationship is vastly different than the merchant. One's first thought when purchasing a bill of goods at a department store, is as to the price that must be paid. When a physician is called to the home, his charge as a rule is the last consideration and probably the last of the household bills to arrive, if it comes at all.

Doctors form an opinion among the laity that they are more or less of a charitable nature, and inasmuch as their profession is a mission of mercy, they are imposed upon.

It is easy for them to make a call upon the sick and minister to their needs until health is fully restored, but the real task for the man of medicine is to sit down at the end of his day's work —for such is his profession — and make a list of his calls in a set of books.

One doctor in a little Iowa town, who was successful in the amount of business done, never did keep a set of books. He used prescription blanks for his loose-leaf ledger system and kept them on a spindle.

One day a man dropped into his office to pay his bill and dear old doctor (for he

was a loveable fellow) sat down at his desk, took down a spindle from a nail on the wall and fumbled through two or three hundred prescription blanks to find out how much his "customer" owed him.

It has always seemed to me, since thinking of this experience, that this doctor never did charge accurately for that sickness to which he ministered. The very method he used in settling with patients, created a distrust in their minds as to his accuracy and actually hurt his reputation as a physician.

Then there is the case of a man

who went into a doctor's office in a Montana town one day to pay the bill for a confinement case. He knew the usual rate to be \$25 for such cases and had his check made out.

He handed it to his physician who immediately tore it up and said: "I didn't send you a bill did I? Well, wait 'till I do." He was an eccentric, no doubt, but can the layman be blamed if he wonders if the study of medicine makes eccentrics out of men.

It was once my privilege to act as secretary for a medical association that I was instrumental in forming. I was out of a job. I knew I could collect bills and I wanted to find a class of men who had outstanding accounts. The first one I looked to was the medical profession.

There were fifteen doctors in this town. Each one joined my association—for it was mine in that I was interested and they were not particularly desirous of doing any of the work involved in collecting old accounts.

As I went at the task of making a rating book and segregating their accounts, I could read the history of each physician by his list of clients.

About fifty families in this average little city, were the first year patients of every new physician as he left school and commenced his practice in this little place in the middle west.

Apparently, it took the young doctor about two years to realize who were willing to pay for their medical treatment and who were not, for the same folks always owed the new doctor.

It was an interesting study. Dr. A., B. and C., might have profited by their experiences of past years and when Dr. D. came to town, they could have told these "poor pay" patients to see Dr. D. But my idea is that the older physicians had nothing to do with it. The fact is that these "poor pay" patients knew they could impose upon a new man for

their medical aid and not have to pay the bill.

There was one case in particular which attracted my attention after I had listed the accounts of all the fifteen physicians. A fellow who held a job at \$175 per month driving a large truck for a wholesale grocery house had nine children in his family, the oldest a girl of twenty-three who was a teacher in the public schools, the others ranging down to a youngster about two years old. None of these children had been paid for. A different doctor had been called for each confinement case. The story was collected from the accounts of nine out of the fifteen successful physicians, but poor business men.

I hunted up the fellow, explained to him that many of the bills were outlawed, but asked him frankly if his oldest daughter would not feel a trifle ashamed if she knew she had never been paid for. It did not take much argument to convince this fellow that these accounts should be paid and he set aside a small amount each month to apply on the accounts pro-rata.

A hardship was actually worked upon this man to cover up the deficiencies of the medical profession, for he would have paid promptly, had these doctors been business men. He did not owe other people. He was rated as good pay by other credit organizations. He was a dead-beat only insofar as the medical profession was concerned.

A Cause of Inefficiency

Antioch College has just made a careful study of the effect of tobacco upon scholarship. Of twenty-three men dismissed for low scholarship twenty were smokers. It was found that heavy smokers have lower grades than light smokers. Smokers who inhale have lower scholarship than those who do not. Smokers who remain in college fall steadily in scholarship.

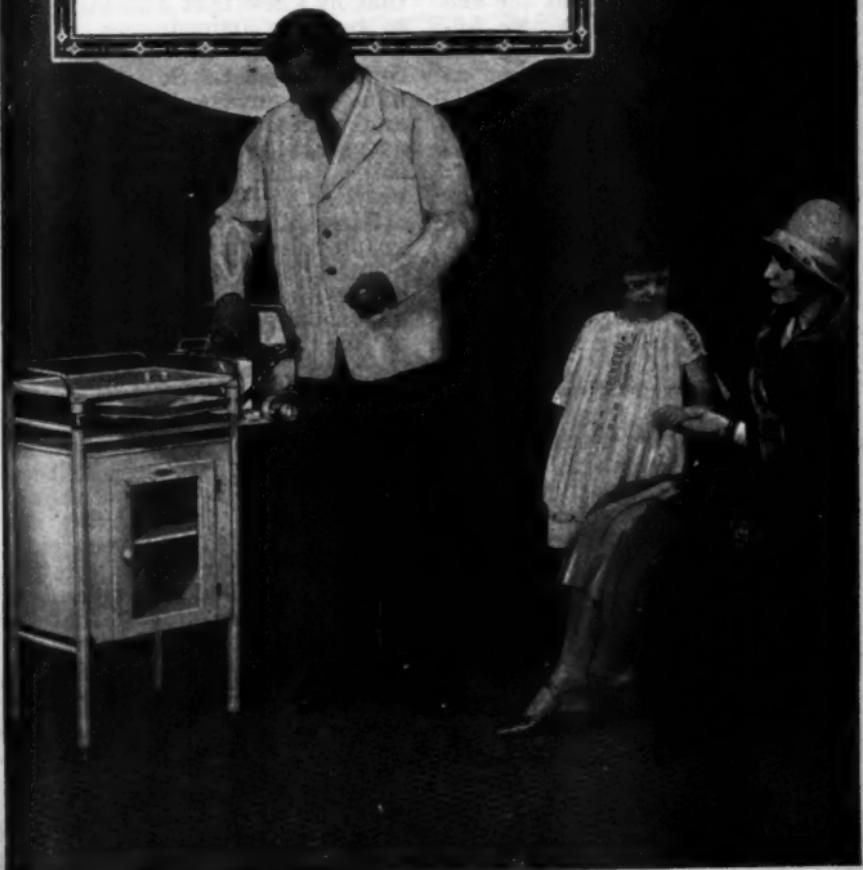
Every one has faith in Castle sterilization

Doctors and patients alike wish to be positive of protection against infection from outside sources, even in minor treatments. It is such a simple matter to visually demonstrate your thoughtful care when you have a Castle sterilizer.

*If your sterilizer is not what
it might be, send for the
helpful Castle catalog.*

CASTLE

Sterilizers for Physicians, Dentists and
Hospitals
1143 University Ave. Rochester, N.Y.



"Coming Back" After an Absence of Two Years

By M. N. Bunker

New Orleans, La.

WHEN young Doctor Hunter graduated and was ready to commence practice he struck out into the middle west, locating in a town of less than five thousand people, and with a rich country surrounding it. The physicians already there were past forty, and one of them was gradually preparing to retire from his practice, in which he had made a comfortable fortune.

All of this made it possible for the young practitioner to secure a foothold, and at the end of two years he had a nice following, not only among the younger element, but almost as much among the older people.

In his school days young Hunter not only had to make his own way through college and his medical course, but had also, as the oldest of the half-dozen Hunter orphans, been father and mother to the others. It had been a strenuous period, and at the time he was ready to locate, his friends advised a six months' camping trip.

But he refused. He could not afford it. Debts must be paid; he must commence getting an income, and a permanent working ground, and so it was not until he had used his last reserve of physical and mental strength in getting settled, that the break came. One morning he started to make a call, and suddenly forgot where he was going and why. The time for his going away had come. There was nothing else to do. Friends packed him off into the desert and mountain country and he was gone two years. He wrote

few if any letters. His mental as well as his physical condition made that out of the question, so that, when at the end of two years he came back to Morlanville, the town had passed him by. Another young fellow had come in and settled; the two oldest doctors had retired, and outside of a small circle Dr. Hunter found himself virtually a beginner again. He could not afford to build a practice again as he had before. His bank account was low; so nearly in the red that he knew that something had to be done immediately. Delay would mean expense that he could not meet. So with this in mind he canvassed the situation, and planned a refined, dignified campaign to revive old friendships, and through them his practice.

First of all he sent a photograph to an artist, who made a drawing from it. This cost two dollars. From this drawing he had small plates made for each of the two newspapers of the town. Then he managed to spend a couple of hours with a reporter from each of the papers. With one, he discussed the country where he had been, what he had seen, and showed him some of the pictures and curiosities which had been gathered in the months of isolation. Quite by accident, as it were, he lead up to the interest that the country had for people generally, and the reporter asked him to write something for publication. This the doctor refused to do. He was "too busy" but he agreed to do one thing. He

(Continued on Page 32)

**Now try yeast in its most
convenient form**



YEASTONE

The purified concentrated extract of yeast in convenient pill form. Especially prepared and adapted for medicinal use. In therapeutic activity each pill represents one yeast cake. Pleasant to take. Keeps well.

A bottle of 100 pills for trial will be sent free to physicians who will return the reply card enclosed with this issue of Medical Economics

MERCK & CO.

New York

"Coming Back"

(Continued from Page 30)

would fix up a few notes which the reporter could use as a basis for copy of his own.

Notice particularly that this gave the reporter an opportunity to get the credit, it brought Doctor Hunter out as the one interviewed, instead of as one telling his story direct, so that both the reporter and the Doctor were each better satisfied. When the reporter finished his

copy, the plate was ready at hand—and was run.

To the other reporter the doctor discussed the improvements made in Moranville during the two years; what he had heard others say about the town. Again it was Doctor Hunter who was quoted, not just Doctor Hunter talking. The interviews ran almost a column each, and gave every person in the community something of interest. Each newspaper was brought di-

(Continued on Page 34)

My Friend—

"A man's friends are his fortune" says an old adage, and in all my life I have never felt so rich in friends as since coming back to Moranville. The town has changed—but the people—never!

I haven't seen you since getting back, but shall be more than pleased to have you drop into my office—the old location, 716 Broadway—any time. Even if I'm not there you may be interested in my "odds and ends" cabinet—stuff picked up during the last two years.

It's good to be back

Sincerely,

Warren G. Hunter

For

Menopausal Disturbances

Functional Amenorrhea

Hypo-Ovarianism

5 gr. t. i. d.

Ovarian Substance L & F

**C O R R E C T
I D E N T I T Y
P R E P A R A T I O N
D E S I C C A T I O N**

Literature and samples on request

DEPT. M.

Lehn & Fink, Inc., Bloomfield, N. J.

A Division of

**LEHN & FINK PRODUCTS
COMPANY**

"Coming Back"

(Continued from Page 32)

rectly in touch with Dr. Hunter as a live subject for news, and each, of course, mentioned that he had been with them before, etc., etc.

Old friends naturally dropped in for a few minutes' chat which was exactly what he wanted. But Dr. Hunter wasn't the kind to stop there; he next prepared a form letter, general and yet so nearly personal in its contact, that few would think of it as a general one.

This letter, (a reduced facsimile of which is shown on the preceding page) was written in a large strong hand with Higgins Eternal Ink which is used for nearly all handwriting that is to be engraved. A first class stationery printer in a nearby city helped him to select a quantity of high grade stock suitable in size and quality for a man's personal correspondence. This paper was such that it would stand out from the ordinary morning mail of either man or woman, expressing dignity, and refinement.

A first class photo engraver made a plate of the pen-written letter reduced to a size to ordinary handwriting and delivered it to the printer.

The finished letters, several hundred in number, each resembled a personal, pen-written letter so much that they would pass except with the initiated. The envelopes were addressed by the doctor himself, using a jet black ink.

Within twenty-four hours the families who had known Dr. Hunter received his message. The unusualness of the letter; its exceptional physical qualities, all brought the doctor clearly into the thoughts of those who received them. Many of the men who received the letters at their offices, called the doctor and congratulated him on "coming back" and coming back. The very fact that he was interested enough to write a letter made the recipient "feel good." They simply responded to the sunshine of human feeling. Even some of those who owed little accounts dropped in to settle, evidently thinking that he might need the money.

As a result Dr. Hunter found his footing secure, and at a very small expense. The stationery used was the largest outlay, outside of the postage. The plate cost only two or three dollars, for plates of handwriting are not expensive, being made on zinc rather than copper.

The newspaper matter was simply good news copy—it gave Dr. Hunter space and brought his fact as well as his name back to the minds of old readers. To all it was interesting news. Following the newspaper comments with the letter was merely taking advantage of the psychological time to strengthen the worth of the first. Any doctor can do it—and people are the same wherever you find them.

There is something repugnant to the average physician in personal advertising. Nevertheless, there are refined ways in which this can be done. Two such ways are told of in the foregoing article, which happens to be a true story. However, we would suggest that the doctor who is planning to send out a letter to a large list of people, will on the whole be better satisfied by using a multigraphed type-written letter or if he is in a large city a Hoover letter. With the latter each letter is actually typewritten. The doctor can personally sign each letter.—EDITOR.

*This is the FIRST of a series of
EDUCATIONAL ADVERTISEMENTS
to acquaint you with*

NEO-REARGON

"THE SUPERIOR REARGON"

What it is.

NEO-REARGON (Glycoside Silver) is chemically combined Anthrachinonoglucoside with Silver Nitrate of about 15% Silver content.

Anthrachinonoglucosides contained in certain plant laxative drugs are obtained by a special process of Professor Wiechowski. They have an antiphlogistic, analgesic and curative effect in the urethra affected with gonorrhea.

NEO-REARGON, in solution surpasses in silver content, all other silver gonococcicides from 12 to 36 times. Due to its high ionic dissociation of silver, it will, when used according to *our prescribed technique*, eliminate the gonococci, in one-fourth of the time usually required when other means are used.

NEO-REARGON is non-irritating and painless; exceedingly high in penetrative and germicidal power and is non-toxic. Its anti-gonococcic qualities are positive in all forms of gonorrhea.

Next Month: "What It Does"

C. P. Chemical & Drug Co., Inc.
114-118 Liberty St., New York, N. Y.
Gentlemen:

No. 1

Please send literature and clinical evidence proving the superiority of **NEO-REARGON**.

Check here.....

Include 3 vials **NEO-REARGON** Special Initial Trial Order for \$5.00. Regular price \$3.00 per vial.

Check here.....

Name

Street

City State

A Picture An Artist Might Paint ... And Does!



This young lady traveled all the way from New York City to be one of the many artists to paint the snowy majesty of Mount Rainier 14,408 feet high, in Rainier National Park, Washington. Unknowingly she makes a pretty picture herself, seated in a bed of flaming Indian paint brush and wild heliotrope in Paradise Valley, with the great mountain above her.

P. & A. Photo.

"A Good Way to Collect Obstetrical Accounts"

Occasionally, every physician in general practice will come across an obstetrical case from which no payment ever seems to be forthcoming, although his patient is in comfortable circumstances and perfectly able to pay.

When such a situation is encountered the following action described by one of our Washington, D. C., readers is quite likely to be effective:

"I am sending you a short description of an unique method of collecting overdue bills.

"Physicians are seldom good business men, so, when bills are not paid they turn them over to collectors to avoid trouble. There are ex-

ceptions, and some time ago a medical friend told me an amusing story of the way he collected a bill which had run three years. As the people were in comfortable circumstances and the regularly sent statements had been ignored, the doctor made up his mind to send them a statement which would be forceful enough so that they would be glad to pay the bill.

"His services had been required in an obstetric case so, making out a new statement, he wrote across the face of it, 'I should think you would like to own your baby.' The bill was paid."

*Soft and Liquid Diets Appetizing and Nourishing

WHERE KNOX
SPARKLING GELATINE
HAS PROVED
HIGHLY EFFECTIVE

1. In infant feeding for full digestion of milk and the prevention of curds, regurgitation and vomiting.
2. For growth promotion in infant and child feeding.
3. In stubborn cases of malnutrition.
4. In the treatment of stomach disorders and intestinal putrefaction.
5. In the dietetic treatment of diabetes.
6. In the dietary of tuberculous patients.
7. *Whenever liquid and soft diets are essential.

IN surgery or other cases requiring soft and liquid diets, there is no food that may be used in such a variety of attractive, appetizing dishes, or that offers more beneficial results than pure, granulated gelatine. It is a protein saver and a protective colloid that enables the patient to get the maximum of nourishment with the minimum of digestive effort.—A most acceptable and beneficial diet when there is nausea following an anaesthetic.

Knox Sparkling Gelatine is a most desirable medium for giving greater attraction, satisfying bulk, and increasing the nutrient yield of milk, fruits and their juices, vegetable or meat broths.

For example: 1% of Knox Sparkling Gelatine dissolved and added to milk, will increase the nutrient yield by about 23%.

We have had prepared, by high dietetic authorities, a recipe booklet for the preparation of soft and liquid diets which we believe will be widely welcomed by surgeons, physicians and nurses, who are constantly confronted with the problem of a beneficial variety of liquid and soft diets. This booklet will be furnished with our compliments.

KNOX SPARKLING GELATINE

"The Highest Quality for Health"

Send This Coupon

Register your name with this coupon for the laboratory reports on the dietetic value of Knox Sparkling Gelatine

COUPON
KNOX GELATINE LABORATORIES
448 Knox Avenue, Johnstown, N. Y.

Please register my name to receive, without charge, results of past laboratory tests with Knox Sparkling Gelatine, and future reports as they are issued.

To Discourage the Charity Abuse

Jan. 2, 1926.

Dr. H. Sheridan Baketel
Editor Medical Economics,
Rutherford, N. J.

My Dear Doctor:

Because of the interest shown and aroused by MEDICAL ECONOMICS in the financial welfare of the physician I am asking you for advice as to a practical solution of the problem of the pernicious abuse of the charity evil as it applies to medical and surgical clinics, dispensaries, charitable and quasi-charitable hospitals.

The seeking of medical and surgical aid at such places by those of at least fair financial ability—largely due to laxity, and even perversity of social service associations—has become a serious problem in Denver however it may be elsewhere.

Have the doctors in any other community to your knowledge worked out any satisfactory plan in this regard that can be made to apply here? Any suggestions that you may offer will be appreciated.

Yours very truly,
Dr. Edgar F. Conant
Metropolitan Building
Denver, Colorado.

[There are two classes of men who are natural prey for everyone who has a mind to shirk their moral responsibilities—the clergy and the doctors. The reason is not hard to find. It is because there is ingrained in these two professions the sense of public service so deep that no appeal goes unanswered.

There is no complaint from the medical profession about the genuine poor. The average physician does not even consider the deserving poor as a burden.

However, when a patient cries "poverty" but manages somehow to stir up enough money for a "lark" when he recovers, the doctor feels, and rightly so, that he has been "stung."

Clinics are set up for the purpose of giving to the poor the opportunity to secure the best medical advice available. These clinics are now for the most part overcrowded with the result that those who seek aid are not always able to secure the medical attendant's attention long enough.

These free dispensaries or clinics should be so regulated that a patient had to disclose his financial status in such a way that it could be easily checked. It is perhaps unkind to make the truly poor disclose their poverty but such an action would be kindness to the poor.

Those who could pay would then be made to pay and it would not take long for the word to go around that abuse of this charity was not being tolerated.

On the other hand, action of that kind must be tactful. It would not be well to have it worded about that the dispensary was making everyone pay or was prying too much into personal affairs.

We would be glad to hear from readers who live in places where this situation is being handled satisfactorily. It presents a real problem.—EDITOR.]

Ike—"I have some very valuable papers here. Can you advise me concerning a safe place for them."

Mike—"Sure, put them in the filing cabinet. Nobody can find anything there."

—Colgate Banter

The Role of the Phosphates

in Health and Disease

Indications for the use of the Phosphates

A French savant, Teissier, many years ago found that there is a considerable wasting or loss of the earthy phosphates in phthisis and several other diseases of like nature. The conclusion he reached was that the use of the phosphates therapeutically in these affections is as reasonable as the indications for iron in anemia.

A German, Boker, found that when wet nurses whose milk was notably deficient in phosphates were given these substances the secretion quickly became rich in the earthy salts.

Further Indications

The phosphates are of recognized benefit in nerve depression, the various neuralgias, rachitis, osteomalacia, cachectic conditions, delayed union of fractured bones, syphilitic periostitis and gummatas, and in pregnancy, especially when dental caries makes its appearance. Potassium phosphate is said to be a valuable expectorant in chronic bronchitis.

A French savant, Teissier, many years ago found that there is a considerable

wasting or loss of the earthy phosphates in phthisis and several other diseases of like nature. The conclusion he reached was that the use of the phosphates therapeutically in these affections is as reasonable as the indications for iron in anemia.

A German, Boker, found that when wet

nurses whose milk was notably deficient in phosphates were given these substances the secretion quickly became

rich in the earthy salts.

The phosphates are

of recognized benefit

in nerve depression,

the various neuralgias,

rachitis, osteomalacia,

cachectic conditions,

delayed union of fractured bones,

syphilitic periostitis and

gummatas, and in

pregnancy, especially

when dental caries

makes its appearance.

Potassium phosphate is

said to be a valuable

expectorant in chronic

bronchitis.

The Most Serviceable Preparation of Phosphates

The most useful and a highly efficient preparation of the phosphates is Phillips' Phospho-Muriate of Quinine Compound. It has been prescribed by the leading physicians of this and other countries for many years. It is a beautifully clear, aromatic, bitter syrup, acid in reaction, in which the earthy phosphates of calcium, potassium and magnesium are combined with iron, also in the form of the phosphate, quinine muriate and strychnine. These tonics, in the combination, afford a most useful reconstructive in convalescence in medical and surgical cases, anemia, malnutrition, neurasthenia, atonic and nervous dyspepsia; mental, physical or sexual exhaustion, chronic malaria and during the period of lactation.

The Formula

One fluidrachm (to be taken in a wine-glassful of water) the average adult dose of Phillips' Phospho-Muriate of Quinine Compound contains:—Phosphoric Acid, 2 minimæ; the Phosphates of Potassium, Magnesium, Calcium and Iron, 2-1/4 grains; Quinine Muriate, 1/4 grain; Strychnine, 1/120 grain. Contains no alcohol.

PHILLIPS' Phospho-Muriate of Quinine

COMPOUND

Kindly prescribe in original 10-ounce (\$1.00 bottles) obtainable from druggists everywhere.

(Samples and literature cheerfully sent upon request.)

Prepared only by The Charles H. Phillips Chemical Co., New York and London

Financial Department

The purpose of this column is to provide the physician-investor with reliable investment information and to help him in choosing sound securities that meet his requirements. Each month we will review briefly the financial situation and outlook and answer several questions of general interest on investments.

SEVERE breaks in the security markets, substantial declines in commodity prices, and the adverse ruling against the proposed Nickel Plate merger have been the outstanding developments during the month of March.

The sharp decline in the stock market followed naturally upon the excesses to which speculation had run, particularly in certain groups of stocks.

This heavy break in prices, and the cleaning out of innumerable weakened speculative accounts, had the effects of correcting to a large degree an overdone speculative position, and of putting an effective check upon a gambling spirit which had become so widespread and dangerous. Despite these several conspicuous adverse developments of the past month, however, it would not be valid to infer that general business had suddenly entered upon a decline, or that most of the business news was unfavorable. Building construction, the automobile industry, and iron and steel continue to constitute the supporting factors of the present prosperous phase of general business, and all three great industries are operating at close to high record figures.

With respect to building construction the records during the current year are as yet too few to make a possible judgment as

to the prospects for the full year. There is always a considerable slowing down in building operations during the winter, and a very substantial increase in activity in the spring. This year the winter decline has been somewhat less than would normally be expected, and the prospects for spring activity seem good, although there are a good many disputes under way

regarding the wages and conditions of labor in the building trades.

The automobile industry continues to view the future optimistically, and thus far at least retail sales apparently have justified the heavy production schedules put in force by many of the companies. Last year was a prosperous one for the distributors, and now they are buying a large number of cars for the spring trade and their stocks are heavy. As a result of the reaction in rubber from recent high levels, tire prices have been cut $3\frac{1}{2}$ to $12\frac{1}{2}$ per cent, which will assist the automobile companies to maintain satisfactory profits and prices.

In the steel industry, production and shipping, which were unusually heavy in January and February outran new orders, so that unfilled bookings at the end of the latter month showed a decline for the first time in al-

(Continued on Page 42)

For Your Fussy Patient

who thinks he is sick, but only needs to be told when to eat and what to eat.



Shredded Wheat

is a most satisfactory ration. Physicians can prescribe it with confidence in certain cases of malnutrition where a well-balanced, easily digested food is indicated. As it contains all the bran in the whole wheat grain it is most efficacious in cases of weakened

peristalsis. Contains all the carbohydrates, all the proteins and all the mineral salts in the whole wheat grain prepared in a digestible form.

We are always glad to send free samples of Shredded Wheat to physicians, heads of sanitariums and hospitals on request.

The Shredded Wheat Company
Niagara Falls, N. Y.

Medicine's Whole Wheat Ally



THE STANDARD LOESER'S INTRAVENOUS SOLUTIONS CERTIFIED SODIUM THIOSULPHATE

Standardized. Biologically Tested.

The value of sodium thiosulphate intravenously in the poisoning of bichloride of mercury, arsenic, lead, and other metals, has been definitely established.

One authority states that every hospital and clinic should have it on hand.

Loeser's Intravenous Solution of Sodium Thiosulphate, 10 c. c. contain 1 gram (15 grains) of Sodium Thiosulphate U. S. P. a 10% solution ready to inject.

Send for Literature,
Price Lists, and the "Journal of Intravenous Therapy"

NEW YORK INTRAVENOUS LABORATORY

100 West 21st Street,

New York, N. Y.

Producing ethical intravenous solutions for the medical profession exclusively.

Financial Department

(Continued from Page 40)

most a year. With the large consuming industries continuing active, however, there seems little likelihood of more than a temporary slump.

Conditions in these three key industries are fairly typical of

those in many, if not most, lines of business and manufacturing. Output continues to be in exceptionally large volume, but prices are tending toward lower levels, and competition is growing perceptibly keener.

Financial Questions and Answers

An Attractive List

QUESTION: I would appreciate your opinion as to the investment standing of the following bonds and preferred stocks which I hold: \$3000 Montana Power & Light 1st 5s 1943; \$3000 Consolidated Gas Co. (N.Y.) Debenture 5½s 1945; \$3000 Louisville Gas & Electric Co. 1st Ref. 5s 1952; \$2000 Lacled Gas Light Co. 1st Coll. & Ref. 5½s 1953; \$4000 Public Service Electric & Gas Co. 1st & Ref. 5½s 1959; also 50 shares Standard Oil Co. of New Jersey 7% preferred; 50 shares New York Telephone 6½% preferred; 50 shares Union Pacific R.R. 4% preferred. In as much as I have most of my funds invested in public utility securities would you be good enough to suggest some bonds which would assist in the diversification of my account and at the same time might I ask whether you could suggest any issues which sell on basis to yield about 6% which would be reasonably safe.

B.L.T.

ANSWER: You have an admirable list of holdings and we should have no concern whatsoever regarding the safety of the issues which you mentioned in

your letter. Of course as you say the greater part of your holdings are in public utility properties and therefore it would be advisable to consider more widespread diversification when making future investments. In reply to your request for bonds which sell on a basis to yield approximately 6% and which would be reasonably safe we are very pleased to submit the following for your consideration: Wilson & Co. 1st "A" 6s 1941 which sell currently at about 100; Mid-Continent Petroleum 1st 6½s 1940 which sell currently at about 103, and Wabash R.R. Ref. & General 5½s 1975 which sell currently at about 100. Any one of the above issues would appear suitable for your purposes and also would assist in the diversification of your account. While it might be mentioned that Wilson & Co. has just gone through a reorganization nevertheless the bonds which are suggested above were undisturbed in the readjustment of the company's capitalization and seem well protected by earnings and assets.

Two Sound Stocks

QUESTION: I have \$2000 to invest and would like your opin-

In BILIARY STASIS and HEPATIC TORPOR—PRESCRIBE

AGO-CHOLAN TABLETS

2 GRAINS EACH

Samples from E. BILHUBER, Inc., 25 West Broadway, New York.

The All Important Detail

in all iodine therapy of any pathological condition is to use the right form in adequate dosage.

BURNHAM'S SOLUBLE IODINE

supplies iodine as such, free from alkalis or impurities, non-irritating, promptly assimilable by the cell, usable in large doses, 15 to 75 minima, per os or intramuscularly.

In pneumonia, pleurisy, sepsis, rheumatism, gland enlargement, syphilis, etc., B.S.I. will give wonderfully satisfactory results if properly used.

Send for sample and literature.

BURNHAM SOLUBLE IODINE CO., Auburndale, Mass.

ion as to the soundness of General Motors Corporation 7% preferred and Shell Union Oil Corporation 6% preferred stocks. I am making my first investment aside from a bond and mortgage which I hold and what I am principally interested in is safety and a fair yield. N.L.

ANSWER: The two stocks which you have under consideration for the investment of your

funds are well secured preferred stocks selling on an attractive yield basis and we feel that you would be perfectly justified in placing a portion of your funds in either or both of them.

Big Question

Young husband (to nurse): Quick, am I a father or a mother?"—*Inner Cog.*



ORCHOTINE

for IMPOTENCIA, ENDOCRINE WEARINESS and the depletion of the neuro-potential (energy reserve) through worry, overwork or mental strain.

*"The Male Climacteric
responds to
ORCHOTINE"*

ORCHOTINE will be sent direct to dispensing physicians at the following prices:

Bottles of 50 tablets.. \$1.00
Bottles of 500 tablets. 8.00
Bottles of 1000 tablets 15.00

HUDSON PHARMACAL COMPANY
Park Avenue and Columbia Street :: Union City, N. J.

Current Literature for Investors

The booklets described below contain information relating to bonds. Readers of MEDICAL ECONOMICS who desire one or more of them may obtain them free of charge by writing direct to the investment house whose address is given in each case.

The Secret of Financial Success.

The first problem of the physician aspiring to be financially independent is to devise some means of accumulating capital. The key to this for most of us is through some plan of systematic saving. After achieving success in this first basic principle of financial success we are then in the position to proceed with the second principle—investing. To assist the doctor in a practical plan of systematic saving this booklet will prove highly valuable. Address The Lawyers Mortgage Co., 56 Nassau St., New York, N.Y.

* * *

Mighty Servants of Civilization.

The growth of the public utility industry has been of far reaching importance in the economic development of America. This illustrated brochure presents in most interesting fashion information of interest to holders and prospective buyers of public utility securities. Address The National City Co., 55 Wall St., New York, N.Y.

* * *

Investment Suggestions for April. This offering list covers a wide range of investment securities, including railroad, public utility and industrial bonds. Address Spencer Trask & Co., 25 Broad St., New York, N.Y.

* * *

Guaranteed Bonds. This booklet presents the story of a bond which, besides being secured by

real estate, carries with it the additional safeguard of the guarantee of the offering house. Address The Prudence Co., 331 Madison Ave., New York, N.Y.

* * *

Buying Bonds by Mail. The process of distributing bonds and other investment securities by mail has become nation-wide in extent. This booklet describes the procedure of buying bonds by mail. Address A. C. Allyn & Co., 71 W. Monroe St., Chicago, Ill.

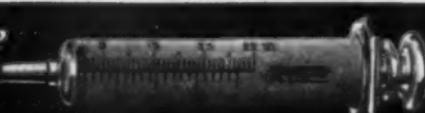
* * *

The Elementary Principles of Safe Investment. A booklet of especial interest to the inexperienced investor. In it are outlined in highly readable form many subjects, including the following: The function of the investment house; Classes of investment; Investment and speculation, and an appendix of financial terms. Address Blythe Witter & Co., 71 Broadway, New York, N.Y.

* * *

Essentials of a Sound Investment Policy. Failure to differentiate between the objectives of investment and speculation sometimes leads investors into difficulties. This booklet offers some sound counsel to prospective investors and attempts to point out the elements which distinguish investment from speculation. Address Halsey Stuart & Co., 201 South LaSalle St., Chicago, Ill.

A BETTER Syringe
ASK YOUR DEALER
S. D. Beaman & Co.



The Doctor and His Investments

(Continued from Page 23)

the time the crude oil is taken from the well until the refined product is delivered to the garage. The combining of the various activities from the time the raw material is produced until it is distributed as a finished product tends to reduce costs and is also important in preventing financial disasters due to violent fluctuations in raw material prices.

There is perhaps little necessity of emphasizing the crucial importance of the factor of management in industrial enterprise. Most causes of industrial failures, while superficially attributable to external conditions, are nevertheless the result of inability of the management to cope with the situation. A capable management should be well grounded in economic and monetary theory and be constantly alive to the inevitable recurrence of periods of depression and prosperity with their pitfalls. It is not putting it too strongly to say that the success or failure of a business enterprise is bound up with the character of the management. It is the weight of good management that turns the scale in favor of success as it is the loadstone of inability that fails to make of a concern a profitable business. A management that has once proved itself bad and incapable to wring success from the enterprise should be bodily cast out and a more promising one installed before the business is utterly wrecked. The doctor, therefore, who contemplates an investment in an industrial security should subject management to the most scrutinizing test before placing his confidence in it.

In conclusion it might be said that the great majority of industrial stocks and a large pro-

(Concluded on Page 63)

Woman Pays

usually with suffering for Nature's short-comings in not equipping her with a well-balanced genital apparatus for her periodic functions.

Yet—Nature—aware of her own failure — also provides woman, by way of parsley seeds, with their active principle

APIOLINE

(Chapoteaut)

as a convenient circulatory regulator of menstrual distress in

Amenorrhea Menorrhagia Dysmenorrhea

Dose: One capsule t. i. d. before and during the menses.
Original vials of 24 capsules.

Literature and samples upon request

Laboratoire de Pharmacologie, Inc.

(Formerly Dr. Ph. Chapelle)

Paris and New York

U. S. Agents

E. FOUGERA & CO., INC.
92 Beeckman St.,
New York City

Successful Methods of Picking Office Assistants

(Continued from Page 13)

sense and a general idea of medicine can easily learn to do such things.

There were some things that all six doctors interviewed agreed on as necessary qualities for an office assistant. At first glance they seem superficial but they are really outward signs of inward characteristics and habits. One of them is personal appearance. By this it was not meant that the girl had to be beautiful but she must at least not offend the eye and if she is pretty so much the better. Nothing so takes a man's mind off his trouble as a rule as the sight of a pretty face.

Another indispensable quality is cheerfulness, the reason for which is at once apparent. But the greatest possession of all is tact. Without it no professional man's secretary can succeed and the lack of it in an assistant might very easily jeopardize the professional welfare of the doctor himself. She must be able to meet all sorts of persons, those who are sick and cross and grumpy; she must be able to explain why when a man has an appointment for ten-thirty in the morning he must wait until eleven; she must be able to smooth out all the tangles in appointments; she must be able to prepare patients so that instead of feeling as though they were going to be martyred, they are sure they are going to be cured. In other words the ideal office assistant would be a cross between a Chinese diplomat, a bishop, a fairy godmother and a

ward politician and such combinations are rare. But by careful selection the physician ought to be able to obtain someone who approaches this peak of perfection.

My question concerning the proper age for a girl to start in this work brought slightly varied answers. But the consensus of opinion put the limit at twenty-five years of age at one extreme and thirty-five at the other. Before they are twenty-five I was told women do not ordinarily have the poise, the judgment and the stability to handle the work. After they have reached thirty-five, they are apt to have become too set in their ways, a little too hard, not quite so sympathetic. But once a girl has started in, and become a success, age seems to be no barrier to a continuing success.

Four out of the six physicians deprecated the value of the college woman as an office assistant. The other two said they did not see any reason why a college graduate would not make a valuable adjunct to their offices, but they knew of only one or two instances where girls possessing degrees were doing the work. The four who voted in the negative on this question declared that women possessing college degrees were usually too independent in their ideas and habits to fit into the routine of a doctor's office. This argument holds water, but it discounts also the fact that most college women prepare themselves for some spe-

FOR BRONCHITIS AND PERSISTENT COUGHS

R IODOTONE

Promptly
Relieves
Respiratory
Ills

Send for Samples and Literature.

EIMER & AMEND, 207 Third Ave., NEW YORK.

cial work where their own creative ability will count.

The fact remains that most physicians—as I was told and observed for myself—are satisfied with the girl who has had a high school education and who is bright and intelligent enough to pick up the smattering of technical knowledge needed in her work and to realize how important such work is.

A proper salary is sometimes difficult to set and will depend of course upon the general scale of wages locally. The only rule seems to be that a doctor's office assistant should be well paid, for she is a higher type than the average business girl and must be entrusted with graver responsibilities.

Finally, the ability to look ahead, to anticipate is one of the characteristics that go far toward making the perfect secre-

(Continued on Next Page)

Strictly free from starch

LISTERS

PREPARED CASEIN

DIABETIC FLOUR

Sold by leading druggists
or sent direct.

LISTER BROS. Inc.
405 Lexington Avenue, New York

When hepatic secretion is suppressed, in whole or in part, the process of digestion ceases to work smoothly and after a time the sufferer seeks professional advice.

Among the several agents recommended

CHIONIA

A Preparation of *Chionanthus Virginica*

has won a position of prominence. It has been in use for so many years that practically the entire profession is acquainted with its value as an hepatic stimulant. Prepared exclusively for Physicians' Prescriptions.

It is a fact that the combination of the five Bromides of Potassium, Sodium, Ammonium, Calcium and Lithium presented in a pure and eligible form has decided advantages over the single salts. The bromide treatment gives better therapeutic results through the use of

PEACOCK'S BROMIDES

than is possible with the single salts.

Each fluid drachm contains 15 grains of the purest bromides of potassium, sodium, ammonium, calcium and lithium.

We will be glad to send a liberal sample of either or both of the above products to any physician returning this coupon with his Prescription blank.

(...) Chionia.

(...) Peacock's Bromides.

Peacock Chemical Co.
St. Louis, Mo.

Successful Methods of Picking Official Assistants

(Continued from Page 74)

tary. A good nurse who is assisting at an operation does not have to be told when a certain instrument is needed; she has it ready and waiting for the surgeon's hand. So a good office assistant does not have to be told to prepare the instruments and medicines for a certain treatment. After a person has been to the office once for treatment, the secretary must know what is required and have it ready when the patient's next appointment is due. In this way she justifies her niche in life by taking the burden of detail off the physician.

Going back to the subject of how to judge an applicant for the position of office assistant, the physician who advertised for one used some interesting tests on the two girls he finally selected as having most of the qualities necessary. Let him tell the story in his own words.

"I made appointments with each of them at a different time. When each arrived I was in my study giving a treatment to a patient that required the use of several small instruments, of which I had several cases on my desk. I had the girl stand there and watch me and then a few moments later took both the patient and the girl into a smaller room I used regularly as a treatment room. The instruments I left behind in their case and several minutes afterward asked the girl to obtain them for me. One girl picked out the instruments and made two mistakes. The other brought the whole case so that she would not make any error. That showed she was inclined to be careful.

"The second test was having each one telephone a friend of mine—this was prearranged, of course—to say that his appointment would have to be postponed because I had been called out on a case unexpectedly. The first

girl merely stated the bald facts and hung up. The second—and I might as well admit here that the second girl got the position and still holds it—explained the matter, was very regretful about it and suggested a time for another appointment, all on her own initiative. I could see at once that she had tact of the sort necessary for the work.

"Next I tested their quickness by asking them to get me four different numbers on the telephone and each came out about even as far as that was concerned. Lastly I asked each of them to bring me a certain volume from my bookcase, using the longest and hardest name I could think of. The first girl nodded understandingly and brought back a book with a somewhat similar name; the other had me repeat the name again, made sure she had it and brought back the right volume.

"Both these girls, judging by superficial characteristics, were qualified for the place. Yet the first would have injured my practice within a month by lack of observation, tactlessness and carelessness, while the other has been a never-failing help to me."

So, in summarizing, we find that a physician's secretary must be neat and pleasing in appearance; she must have a cheerful and engaging personality; she must be old enough to have sense, yet young enough to be sympathetic and pliable. Refinement and a certain amount of education is necessary; understanding and the ability to plan ahead are vital also.

And when the doctor finds all these qualities in one person, he has added to his equipment something more valuable than any apparatus ever invented or any medicine yet discovered.

Life is what we have made it.

IN PHthisis ANGIER'S EMULSION

has demonstrated that it will allay respiratory irritation, ease the cough, and promote expectoration.

Furthermore, it promotes normal bowel action, overcomes intestinal intoxication and exerts a definite favorable influence on the complicated processes of metabolism.

Trial Bottles for a particular case
free to physicians.

Angier—Boston 34, Mass.

Cash and Carry Practice

(Concluded from Page 16)

vance. This doctor practiced in that town twelve years, the first five years on open account. At the end of those five years he had no money and about \$8000 of practically worthless accounts. The last seven years under cash system he had about \$18,000, and a loss of less than \$500. His increased business was due, in part at least, to his office. After he got some money ahead he put in a very complete office outfit and kept the business at home. Before this considerable business from his location went to the city.

Right here I want to say something about the country doctors, especially where there is only one or two in the town. They figure that the people have to have them and that it is waste of money to put in a good office outfit. This is true only in part. The people do have to have them

for acute cases, but the subacute and chronic cases slip off to the city and the so-called highbrow who has a large, well-appointed office will get a fee (cash) from \$25 up for one office call, and will do this right in the middle of the year when those folks are not supposed to have money. I know, because I am one of the "getters," I also know that I get very few cases from towns where the local doctor is well equipped.

I believe it's poor policy for the young doctor, just locating, to take on the "deadbeat" practice, with the hopes that it will get him more business. They sure will get him plenty more just like themselves, and like being a city physician, it's hard to recover from it.

Charity? Yes, I do three times as much charity as in the old days. At that time I needed it myself.

"Welemaco" Make Physicians' and Surgeons'

Leather Bags and Medicine Cases

Send for Catalog describing over
200 Different Sizes and Styles.

WESTERN LEATHER MFG. CO.

Manufacturers

188 W. Lake St., Chicago, Ill

All leading Physicians Supply
Houses handle the "Welemaco"
Line.



Boston Bag A678

Is A European Vacation Practical?

(Continued from Page 11)



Avenue de l'Opera—l'Opera in the distance

portion of his journey as much as possible.

We give as an example a specimen itinerary of a complete European tour showing the points visited, the time required and the approximate cost when made on the "de luxe" scale, on the more or less expensive "One Cabin" steamship scale and on the Student Tour basis. These four grades of European travel are referred to as Grade "A," Grade "B," Grade "C" and Student Third Cabin Tour.

A typical tour de luxe of the Grade "A" kind would be about as follows. Steamship accommodations would be provided both ways on one of the fast, luxurious mammoth liners which sail to the Channel ports. The itinerary of travel by land includes a week in Paris, with visits to Versailles and Malmaison and a tour of the battlefields by private motor car. The party then continues by rail via Marseilles to Nice on the French Riviera, where motor trips are provided to Monte Carlo, Mentone, Cannes, Grasse and other of the famous beauty spots along the shores of the Mediterranean. Italy is next visited, beginning with Genoa and including several days in Rome, Naples, Florence, Venice,

Milan and Stresa on the shores of Lake Maggiore. Next comes a tour of Switzerland, visiting Interlaken and Lucerne, with excursions to numerous famous Alpine peaks, lakes and passes. Leaving Switzerland, the party continues on into Germany, to the quaint old town of Heidelberg and thence to the famous resort of Wiesbaden. Then comes the voyage by river steamer down the historic Rhine to Cologne. Holland and Belgium are next visited, including the principal cities: Amsterdam, The Hague, Antwerp and Brussels, with side trips from these places to other near-by points of interest, such as the quaint little fishing villages of the Zuyder Zee in Holland and the picturesque old towns of Louvain and Malines in Belgium. Crossing the Channel, the tour proceeds to London, where a week is spent with excursions to Hampton Court, Windsor and other historic places in the vicinity of the great British capital. Leaving London, the party proceeds to Southampton for the homeward voyage. This type of tour provides accommodations at the highest grade hotels throughout — among them are many of the most famous

(Continued on Page 52)

European Tours!

If "All the world's a stage" then Europe justly claims the center of that stage. For there, at every step, one comes face to face with the enduring record of History, Art and Literature.

Then too of special interest to physicians are the great hospitals and medical centers, the renowned universities distributed throughout Europe offering wonderful opportunities for study and inspiration.

To get the really worth-while out of a trip to Europe

a thorough plan should guide you or much will be missed that is enjoyable and profitable.

Our function is to offer to modern tourists the personal service which springs only from wide experience and high-geared organization. In Europe alone we have over 100 offices—a service station at your command at every point of importance.

ASK FOR OUR 1926 PROGRAMS.

STEAMSHIP TICKETS by ALL LINES.

AGENTS FOR PRINCIPAL AIR SERVICES.

THOS. COOK & SON

NEW YORK

385 Fifth Ave. 253 Broadway
Philadelphia Boston Chicago St. Louis
San Francisco Los Angeles
Toronto Montreal Vancouver

Why not advise a certainty in Laxatives?

Long ago, except in the most extreme of cases, the laity took it upon itself to do its own prescribing for the almost universal symptom—constipation.

In consequence the doctor knows little as to the prescriptive quality of the medication his patient has taken during the interim of visits.

How much better it is to assume proper jurisdiction, and control this laxative effort which so often has important bearing on other treatments employed, when certainty is at command under recommendation of

Feen-a-mint

The Chewing LAXATIVE

Chew It Like Gum

Feen-a-mint contains phenolphthalein (yellow, not U. S. Pharmacopoeia). The character of Feen-a-mint, The Chewing Laxative, tends to the perfect solubility of the phenolphthalein which is so much to be desired and this is secured without specific directions. The chewing does it. There is no taste except delicious mint and the chewing gum method is far more agreeable than the usual form of taking laxatives, as trial soon demonstrates.

Samples of Feen-a-mint in generous quantity are provided the profession when application is made upon office stationery.

MEDICAL DIVISION

HEALTH PRODUCTS
CORPORATION

113 No. 13th St., Newark, N. J.

Is A European Vacation Practical?

(Continued from Page 50)

hostelries of the Old World. Only first-class rail travel is provided and all sightseeing is done by private motor cars. In every respect the Grade "A" tour caters to the traveler de luxe. The duration of such a tour as the preceding is approximately seventy-six days from New York back to New York and the inclusive fare, providing the steamship, rail, hotel and sightseeing accommodations, is approximately \$2,000.

A Grade "B" tour covers approximately the same route of travel and provides a similar program of sightseeing, but would have the following differences in transportation and hotel arrangements:

The passage over from New York would be on one of the cabin class steamers, which require from eight to nine days for the crossing instead of the six days required by the larger and faster steamers of the Grade "A" Tours. The return trip would also be on a cabin liner of the Grade "B" tour and would provide a less elaborate scale of accommodations. First-class hotels are used, but they are of a less expensive type. Rail travel provided is second-class on the Continent and third-class in Great Britain. Sightseeing is done by carriage and in some cases sightseeing automobiles. The duration of the Grade "B" tour covering the same itinerary is a few days longer than the Grade "A" tour because of the extra time required for the trans-Atlantic crossings. The inclusive fare shown for the Grade "B" tour is \$1,235.

We next come to the Grade "C" tour. Here again the steamship accommodation provided is on a cabin-class steamer, both for the outward and return voy-

ages. The stateroom berths provided are valued at \$155 each way. The itinerary by land is approximately the same as that followed in the Grade "A" and Grade "B" tours, but the program of side trips from the principal cities visited is not quite so elaborate as that offered in the more expensive tours. The hotel accommodations are at moderate-priced hotels throughout. Second-class rail travel is provided on the Continent and third-class in Great Britain—similar to that in the Grade "B" tour. The major part of the sightseeing is done by sightseeing automobiles. The duration of the Grade "C" tour is approximately sixty-six days, the visits to Paris, London and Rome being somewhat shorter than those provided for the higher priced tours.

Finally we come to the Popular Priced Tour, or so-called "Student Third Cabin Tour," which includes trans-Atlantic steamship accommodation in the third-cabin specially reserved for this class of summer travel. The total value of the stateroom berths for the outward and return voyages is about \$176. Here again the itinerary of travel by land is approximately the same as that of the other tours, but programs of sightseeing are not provided at every point as is done in the more expensive tours. The travelers are left free to plan out their own program at certain points. However, in such cities as Paris, Venice, Rome, Amsterdam, Brussels and London, a comparatively elaborate series of sightseeing trips is offered. The hotel accommodations provided for the Popular Tours are at unpretentious moderate-priced hotels. The rail travel is second-class on the Continent and third-class in Great Britain and prac-

(Continued on Page 54)

NORWAY via BENNETT

For seventy-five years we have specialized in Scandinavian tours and cruises. Full details in booklet "Norway and Sweden"

EUROPE via BENNETT

Write for free booklets

- "European Individual Travel"
- "European Escorted Tours"
- "European Travel Hints"
- "Trans-Atlantic Sailings"

BENNETT'S TRAVEL BUREAU

Founded 1850

500 Fifth Avenue
New York

Diabetic Treatment

with or without insulin is almost entirely a matter of diet. Strictly starch and sugar free, yet palatable and attractive bread, biscuits, muffins, etc., are easily made in the patient's home from Listers Diabetic Flour. Recipes for making the above and many other foods are found in each carton. LISTER BROS. Inc., 405 Lexington Avenue, New York.

Calcium and Phosphorus

The profound physiologic importance of calcium and phosphorus, especially in the so-called wasting diseases, is becoming increasingly evident, and the best form of calcium and phosphorus for administration is unquestionably calcium glycerophosphate.

ESKAY'S

NEURO PHOSPHATES

SMITH, KLINE
& FRENCH CO.
105-115 No. 5th St.
Philadelphia, Pa.
Established 1841

Manufacturers of
Eskay's Food

contains calcium and phosphorus in the form of glycerophosphate, is rapidly absorbed and does not cause gastrointestinal irritation on long-continued use, as do the usual calcium salts.

Is A European Vacation Practical?

(Continued from Page 52)

tically all of the sightseeing is done by sightseeing automobile. The duration of the Popular Tour is approximately fifty-five days, which shows that the less expensive tour invariably provides less leisure time than the high-priced tour. The inclusive fare for the Popular Tour is about \$545.

The Arrangement of the Tour

A question which often arises in the minds of the prospective traveler is this: "Should I plan to concentrate and thoroughly visit one or two countries only or should I hit the high spots and attempt to cover most of Europe?" The answer depends entirely on the circumstances of the individual. One who is about to undertake his first trip abroad, which may also be his last, should by all means attempt to cover as much ground as possible, even if it is necessary to devote only one or two days to each large city. Not only will the variety of the trip make it more enjoyable, but it will also have a more general educational value than a trip including only one or two European countries.

It is possible with a very limited time in each city, if the traveler's program be properly arranged, to see the important art galleries, churches and other historic buildings—in short to get at the characteristic features of each place, and so fit them all into a general impression and understanding of Europe.

Those who are able to afford a trip abroad every year or two will perhaps do well to limit each journey to one or two countries, spending as much time as they wish in any particular city or resort.

There is no more delightful way to spend a summer, for example, than in one of the many English and Continental resorts which are rarely included in the

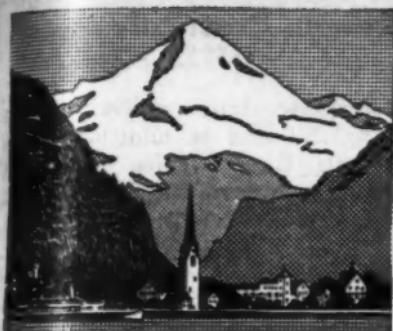
itinerary of the average tourist, but the person visiting Europe for the first time should certainly omit places of this kind in order to devote his time to the large and important cities.

The Time to Travel

The average physician, visits Europe during the popular vacation period of late June to early September. As these particular months are so popular, steamship accommodations are more difficult to obtain and the entire scale of travel is apt to be a little more expensive. Those who do not obtain their reservations well in advance are apt to be disappointed. Therefore, persons who can arrange to go abroad a little earlier in the year, let us say during April and May and return in July, or sail in August or September and return a little later, say in October, will find it easier to obtain satisfactory steamship accommodations at a reasonable rate. A tour to Europe beginning in the spring months should, by all means, be made via the Mediterranean route, crossing from New York to Naples, and continuing northward through Italy and France as summer approaches. Paris is probably most attractive about the end of April and the first part of May, when the trees along the boulevards are in bloom and the delightful late spring weather is at its best. England is most attractive at the end of May and during the month of June. The countryside is most beautiful at this time of the year, while the London social season and the Grand Opera season are in full swing.

Switzerland, of course, is known as an all the year around resort. There is no time of the year when a visit to Switzerland will not prove a delight. Spain is most attractive in early spring.

(Concluded on Page 56)



TRAVEL without Trouble

—for Medical Men and Patients

REST and change can mean much to physician and patient. How many have recuperated from breakdown or sickness, and how many others have been prevented both by a timely change of air, of life, and conditions. The worries and care heretofore accompanying travel are eliminated by the American Express Travel Department. It secures all steamship and railroad tickets at regular tariff rates.

Arrangements are made in advance for hotel reservations, baggage transportation, auto tours. Expert assistance in the selection of routes for independent tours of any duration, anywhere. There is a wide selection of Escorted Tours to many lands, including all transportation, accommodations, services of guides, etc. Reservations can be effected for any cruise. Write, telling what countries interest you, and informative FREE booklets will be sent you.

AMERICAN EXPRESS

Travel Department

65 Broadway, New York, N. Y.

*Always Carry American Express
Travelers Cheques*

AMERICAN EXPRESS COMPANY
Tours Dept. M, New York, N. Y.

Please send booklets giving details of tours as checked below:
 Vacation Tours \$310 to \$725. Tourist Third Cabin.
 Special Summer Tours \$550 to \$1500. Cabin Steamer
 Six Weeks Vacation Tours \$697. Cabin Steamer
 To Europe in 1926—Tours from \$1385 to \$2115.
 First Class.
 Paris Summer School \$425 up.
 Special Tour for Members of Women's Clubs. \$1095.

Name _____

Address _____

City _____ State _____



Physicians tell us:

That for bad breath from any cause, Listerine used either internally or as a mouth wash, full strength or diluted, is a perfect deodorizer.

Enclosed with every bottle of Listerine, there is a circular discussing in detail the many uses of this product. We believe you will be interested in giving this circular a careful reading.

LISTERINE

—the safe antiseptic

Made by

Lambert Pharmacal Company

NEW YORK ST. LOUIS
TORONTO PARIS LONDON
MADRID MEXICO CITY

Also makers of Listerine Tooth Paste, Listerine Throat Tablets and Listerine Dermatic Soap

Is A European Vacation Practical?

(Concluded from Page 54)

time. Belgium and Holland are quite pleasant throughout the entire summer, though a visit to Holland during the tulip season in springtime is quite a worthwhile experience. Germany and the other northern European countries are at their best during the summer months and the early autumn.

One of the most delightful trips to be made in Europe is the cruise tour to the North Cape of Norway, including the beautiful Scandinavian Fjords. This journey has become extremely popular with American travelers during the last few years and a great number avail themselves of the short two weeks' cruises which sail from Immingham, Newcastle or London throughout the summer season. This trip may be added to practically any

European tour which ends in England and in addition to the North Cape Cruise should be made to include the Scandinavian capitals.

[Note:—The foregoing summaries give a comprehensive and comparative view of the possibilities of European travel for the average physician. Tours of varying length from five to twelve weeks and covering every practical route of Old World travel are available throughout the summer season. MEDICAL ECONOMICS will gladly aid its readers in obtaining complete information on tours to any part of Europe. When writing be sure to state length of time available for travel, approximate dates and countries of Europe or cities of especial interest.]

Phosphorcin

The Proven Tonic

No Sugar

No Alcohol

A Reliable Reconstructive which supplies the necessary phosphorus, in a readily assimilable form, to restore the impaired nerve cells.

Phosphorcin is used with success in the treatment of disorders of the Nervous System, Anemia, Diabetes, Sexual Impotence and as a reconstructive during convalescence from acute febrile diseases. The dose is two teaspoonfuls in water after food.

Sample on Request

EIMER & AMEND

Third Avenue and 38th Street, New York

Lister's Diabetic Flour

Strictly

Free From Starch

During the past eleven years Lister's Diabetic Flour has been so successfully prescribed by physicians that today it has the largest sale of any product of its kind.

This Flour is accepted by The Council A. M. A. It is advertised only to the Physician. Full and complete analysis is on each box.

Carton of Flour \$4.85
(one month's supply)

LISTER BROS. Inc.

405 Lexington Avenue, New York

Tours and Cruises for Physicians and Patients

These brief paragraphs tell of booklets and circulars which give interesting information about tours, cruises and places to go. We publish them for the convenience of physicians who are interested in travel either for their patients or themselves.

Europe is the title of a 104-page book issued by Thomas Cook & Son, 585 Fifth Avenue. The tourist is offered a choice of 48 escorted tours with complete itineraries, embracing various groups of European countries. Dates of departure and arrival at the principal cities and the inclusive fares are set forth in detail for each tour, offering the traveller an opportunity to visit a number of countries in a comparatively short period of time, to see a great deal, to learn a great deal, and to enjoy the stay in each and every city visited.

The book is illustrated with a number of interesting photographs. Chapters devoted to Germany and the Rhine; Holland, Belgium and Switzerland; Scandinavian Countries and North Cape Cruise; Great Britain and Ireland; Paris and London, are included in the text. General information is also included relating to registration, passports, baggage, mail, cablegrams, funds for travellers, clothing suggestions, and the customs regulations of Europe, Canada, and the United States.

Europe in 1926 is a 22-page booklet offered to travellers by The Boyd Tours, Inc., 1819 Broadway, New York City, N.

Y. Ten tours from New York are given with the dates of call at the various European cities and points of special interest. The duration of each tour with special features and passage rates are set forth in detail.

* * *

Europe at Moderate Cost is the title of a 30-page booklet prepared for the information of tourists by the American Express Travel Department, 65 Broadway, New York, N. Y. Special summer tours during 1926 are described with dates of departure and return. Passage rates are given. These tours start from New York and embrace practically all of the chief European places of interest.

* * *

European Individual Travel is a booklet issued for prospective tourists by Bennett's Travel Bureau, Inc., 500 Fifth Ave., New York City. This book is issued primarily in the interest of those who wish to have members of the family accompany them to Europe or who wish to travel with friends without joining a conducted party along the conventional routes. A number of attractive tours are set forth in detail with the amount of time allotted and the passage

(Continued on Next Page)

TREATMENT OF DIABETES

The action of Insulin is incontestable, but its use is only advisable in severe cases. **PANCEPATINE (A.F.D.)** is a combination of a Special Extract of the Pancreas with Hepatic Extract. Prepared for **ORAL ADMINISTRATION ONLY**. Samples upon request.

THE ANGLO-FRENCH DRUG CO., 1270 Broadway, New York, N. Y.
Flood Building, San Francisco, Calif.

Tours and Cruises For Physicians

Continued from Page 57

rates. The tours in this book are merely suggestions and can be worked out with any changes desired. Prices quoted are based on a party of four with comfortable travel, first class hotels with meals, excursions and sightseeing drives with guides. The chief points of interest in and around London, Edinburgh, Paris, Amsterdam, Berlin, Stockholm, Vienna, Rome, and Madrid are discussed.

* * *

Europe by Motor is a 56-page booklet issued by the Lifsey Tours, Inc., 1472 Broadway, New York, N. Y. During the past few years the broad motor highways of Europe have attracted more and more travellers. The Lifsey Motor Tours with American-speaking drivers embrace the most famous spots in Europe. These tours range from one-day tours in and around London and Paris to 39-day tours covering practically an entire country. Detailed information as to these tours and what they embrace may be obtained by addressing the above company. This book is well illustrated and contains a map of Europe.

* * *

Norway, the Land of the Midnight Sun, is a 32-page book profusely illustrated in color and photograph, issued by the Norwegian State Railways. The

text is descriptive of the scenic beauty of Norway and the life of the Norwegians and offers many inducements to the tourist to plan a trip to this interesting corner of Europe. Copies may be obtained upon application to Thomas Cook & Son, 585 Fifth Ave., New York.

* * *

Third Cabin Only is the title of a folder issued by the Atlantic Transport Line of 1 Broadway, New York, N. Y. It is profusely illustrated with photographs illustrating the attractions and comforts that may be had at moderate cost on the Steamship Minnekahda from New York to Boulogne and London. The text describes the construction and equipment of this steamship. The folder should be of interest to travellers who are particularly interested in a trip to Europe at moderate cost.

* * *

A European Trip via Copenhagen is the title of a small but comprehensive folder issued by the Scandinavian-American Line, 27 Whitehall St., New York. Passage rates, itineraries, maps, and general information of interest to the traveller are included. Copies may be obtained by addressing the Passenger Department at the above address.

SCULL'S TIME-SAVING BILL FORMS

Save one-third of your time sending out
your bills and cost less than other kinds.

Our Hawthorne Brand Dispensing Boxes

for pills and capsules are used by doctors everywhere.

Send for samples and prices.

JOHN L. SCULL

Supply Department

225 M. 23rd Street

Philadelphia, Pa.

"It May Be True"

said the practical doctor, "that uric acid is not the prominent factor we used to regard it in the productions of many diseased conditions. But I do know this—

THIALION

is a powerful and mighty dependable agent to prescribe in rheumatism, gouty conditions, biliousness, hepatic torpor, constipation, gravel and wherever there is evidence of acidemia or decreased alkalinity.

THIALION acts promptly, it is well tolerated by the stomach and it brings results. All that is necessary to appreciate THIALION is to try THIALION."

Sample and Literature on Request

**Vass Chemical Co.
Danbury, Conn.**



In Chronic
Constitutional Eczema,
ALL
Pus-Forming Cellular,
Inflammations,
Syphilitic Eruptions, etc.

REMEMBER
ECHITONE

and prescribe it persistently

Formula and Literature upon Request

STRONG, COBB & COMPANY
CLEVELAND, OHIO

This Month's Free Literature

The brief paragraphs on this page are designed to keep busy physicians informed about useful literature and samples offered by manufacturers of instruments, appliances and pharmaceutical products. Our readers are requested to mention

MEDICAL ECONOMICS when writing the manufacturer for this literature

A bulletin describing seven products of special interest to members of the medical profession has been issued by Eli Lilly & Co., 210 E. McCarty St., Indianapolis, Ind. Ask for Bulletin No. 51.

Diathermy Theory and Practice—a 40-page booklet telling what Diathermy is and describing with charts and illustrations both Medical and Surgical Diathermy. It avoids exhaustive details concerning indications and technique, but gives the physician and surgeon very comprehensive and practical information. Published by H. G. Fischer & Co., 2333 Wabansia Ave., Chicago, Ill.

Pressure is the title of an interesting little booklet on the subject of Bloodpressure which has been published by W. A. Baum Co., 100 Fifth Ave., New York, N. Y., to be given by physicians to patients with whom they have to discuss the subject of bloodpressure. Its purpose is to give the patient a clear idea of the meaning of high and low bloodpressure and rob the subject of its terror.

Sacro-iliac Sprain is just what the title indicates. It discusses

such sprains and methods of treating them with the Corset. It is illustrated and also contains illustrative case reports. Published by Berger Brothers Co., 135 Derby Ave., New Haven, Conn.

Scientific investigation has established to a far-reaching degree the principles of infant nutrition and how that may be applied. Scientific industrial processes have made possible the practical application of these principles. A Step Forward in Baby Feeding presents the main facts concerning what is now conceded to be a distinct advantage in the modern method of feeding breast-deprived infants. Published by the Corn Products Refining Company, 17 Battery Place, New York, N. Y.

The Vitamin Factor in Infant Feeding is the third of a series of four brochures on the subject of infant feeding with special reference to the value of condensed milk. It enumerates the various Vitamins as now determined and bases much of the information contained on quotations of various medical publications of unquestioned authority. Write The Borden Company, 350 Madison Ave., New York, N. Y.

IN CORYZA, LARYNGITIS, LA GRIPPE, INFLUENZA

R[®] **PINEOLEUM**

Free on request: $\frac{1}{2}$ doz. new Pipet packages or \$1 Improved Oil Nebulizer
The Pineoleum Company, Dept. ME, 52 West 15th St., New York City

STANNOXYL

for your patients who have ACNE, BOILS, CARBUNCLES, STYES, ETC. supplied as follows: INTERNAL TREATMENT—STANNOXYL TABLETS OF 80, EXTERNAL TREATMENT—STANNOXYL, LIQUID, GLYCERINE, OINTMENTS, ETC. Complete literature and samples upon request.

The ANGLO-FRENCH DRUG CO., 1270 Broadway, New York, N. Y.
Flood Building, San Francisco, California

A Review of Dentifrices has been published by The Pepsodent Company, 1104 South Wabash Ave., Chicago, Ill. It discusses the purpose of Dentifrices; deposits on teeth; cause of dental caries; the antiseptic and alkaline theory of combating decay and other subjects of equal interest. Ask for Bulletin No. 12.

In a most attractive booklet entitled Rational Phosphorus Therapy, the Ciba Company, Inc., Cedar & Washington Sts., New York, N. Y., discuss Organic Phosphorus Therapy. The importance of Organic Phosphorus; therapeutic considerations; the phosphatic Index and practical

therapeutics are some of the subjects discussed.

A circular entitled Some Common Forms of Fecal Stasis has been issued by Wm. R. Warner & Co., 113 W. 18th St., New York, N. Y. It contains four well executed illustrations in full color showing intestinal views.

The Evolution of Hypodermic Medication is the title of a well illustrated 16-page booklet describing in detail the development of the "Carpule Syringe." Write Cook Laboratories, 536 Lake Shore Drive, Chicago, Ill.

Continued on Next Page

ASTHMA

The relief obtained from vaporized Cresolene in attacks of difficult breathing in nervous and bronchial asthma is not generally understood.



Vapo-Cresolene

for whooping cough, bronchitis or nasal colds is widely recommended; but the benefit derived in asthmatic conditions is not appreciated.

The patient may look forward to comfortable rest and not dread the night.

THE VAPO-CREOLENE CO.
62 CORTLANDT STREET, NEW YORK CITY

A lack of secretion in the intestines is one of the principal causes of chronic constipation.

PRUNOIDS

given at night over a period of one week will increase glandular activity without exciting pronounced peristalsis and will gradually overcome this form of constipation.

Prunoids are made of Phenolphthalein (one and one-half grains in each) Cascara Sagrada, DeEmetized Ipecac and Prunes.

When the heart has been weakened from prolonged overwork and strain,

CACTINA PILLETS

A Preparation of the Mexican Night Blooming Cereus may be safely and effectively prescribed.

Thus employed, Cactina gradually improves the nutrition and tone of the heart muscle, restores the cardiac rhythm and renders the heart more resistant to irritating influences. Cactina is a true cardiac tonic without cumulative effect.

Samples to Physicians Only

We will be glad to send a liberal sample of either or both of the above products to any physician returning this coupon with his Prescription blank.

(...) Prunoids.

(...) Cactina Pillets.

Sultan Drug Company
St. Louis, Mo.

This Month's Free Literature

Continued from Page 61

An excellent booklet, taking up the scientific end of Radio-Activity, can be obtained from Radium Limited, U.S.A., 2 West 45th St., New York. This booklet is a scientific resume of all that has been done along the line of Radium Emanation Water Therapy and contains a number of extremely interesting abstracts of the medical literature dealing with it. Ought to prove of value to physicians who are seeking to keep in touch with the progress being made with this line of treatment.

Colorimetric Determination of Hydrogen Ion Concentration is the subject of a 40-page booklet which has been issued by the LaMotte Chemical Products Co., McCormick Bldg., Baltimore, Md. Contains an introduction explaining the meaning of hydrogen ion concentration and values, in a manner which is clear to the non-technical man. It is well illustrated and describes many new pieces of equipment which are of interest to bacteriologists, pathologists, and the medical profession in general.

The Food Value of the Banana is the title of a 22-page booklet devoted to the subject of showing that Bananas are a staple food and not a luxury. Interesting comparisons with other foods such as cost per 100 calories, calories per pound and mineral salt content are included. Copies may be obtained from W. M. Leonard, 394 Atlantic Ave., Boston, Mass.

A three-months' sample of Forbes Diastase and circular describing it will be sent to physicians by The Forbes Diastase Company, Marietta, Ohio.

The Doctor and His Investments

(Concluded from Page 45)

portion of the industrial bonds outstanding today are not suitable holdings for conservative investors. Furthermore no investment in a new and untried enterprise should even be considered by the average investor unless he realizes thoroughly beforehand that he is speculating. The sentiments just expressed undoubtedly sound heretical and are of course only the opinions of the writer, but where the prime requisites of an investor are security of principal, plus a stable and regular income, the ordinary dictates of prudence suggest that the average investor restrict his investments for the major part to the securities of railroad and public utility corporations, and of course to carefully selected mortgages on well secured real estate.

If the doctor wishes to diversify his holdings so as to include industrial bonds and stocks and more especially the latter, let him be certain such stock issues are those of large and important companies supplying essential commodities, as for example the United States Steel Corporation in the steel industry, or the Standard Oil Companies of New Jersey, or Indiana, etc., in the oil industry, or the General Motors Corporation in the automobile industry, etc., etc. Such companies, and numerous others are soundly entrenched in their particular field, have highly efficient management, and are conservatively capitalized. General Electric Company, American Tobacco Company, International Harvester Company, American Car & Foundry Company, etc., are other examples of soundly managed, important companies in essential industries.

DYSCHEZIA

=

DYSCHEZIA due to functional causes is promptly relieved, and normal action of the bowels gradually restored by the systematic use of

AGAROL

The rational composition of this exceptional preparation cannot fail to impress the thoughtful practitioner. Every ingredient fills a definite purpose, and in their composite influence so closely duplicate natural conditions that the bowels act normally without the least griping or other objectionable effect.

The more familiar the practitioner becomes with Agarol, the more he will appreciate its superiority to ordinary laxatives. A trial in some intractable case will tell him why.

AGAROL is the original Mineral Oil — Agar-Agar Emulsion and has these special advantages: Perfectly homogenized and stable; pleasant taste without artificial flavoring; freedom from sugar, alkalies and alcohol; no contra-indications; no oil leakage; no griping or pain; no nausea or gastric disturbances—Not habit forming.

WM. R. WARNER & CO., Inc.

Manufacturing Pharmacists
since 1856

113-123 West 18th Street,
New York City

"External Adenoids"

In —— Ohio, the Health Officer was examining the school children and little Rastus was sent home with a note as follows: "This child has adenoids. Don't send him back to school until they are attended to." When the black mammy read it she said: "Rastus you go right back dar and tell dem that you haint got no sich thing, cause ain't I don fine comb your head just yesterday."

The Ten Safety Commandments

New York City has issued ten traffic commandments: (1) Cross at the crossings; (2) Do not cross directly behind street cars; (3) Do not cross till traffic stops; (4) Do not cross diagonally; (5) Look both ways when you cross. Motorists must (6) look out for children; (7) give the pedestrian a chance; (8) always drive carefully, and (10) study and obey the traffic regulations.

Starch-Free FOODS

are easily made in the patient's home from

Listers

Prepared Casein

DIABETIC FLOUR

This Flour is self-rising and recipes are furnished.

Carton of Flour, \$4.85
(one month's supply)

LISTER BROS. Inc.

405 Lexington Avenue, New York

Gastric Ulcer

In this troublesome and serious disease of the stomach, diet and regimen are of utmost importance

COARSE foods difficult of digestion, only tend to aggravate this not uncommon malady, thereby inducing hemorrhage with consequent danger of perforation. On the other hand, a light diet avoids irritating the ulcerated area allowing opportunity for healing and cicatrization. Not only should the diet be light and semi-liquid in character, but it must at the same time supply sufficient nourishment to maintain the daily metabolic changes, without marked loss in the patient's strength.

In the feeding of gastric ulcer, Nestlé's Milk Food has given astonishingly good results. Being exceedingly palatable it is taken with zest and relish, and as it contains no solid substances there is no danger of reopening the healing ulcer.

Samples mailed promptly to physicians for their private practice, or hospitals. Special price to hospitals desiring Nestlé's Milk Food in bulk, for convalescent and invalid feeding. The coupon below is for your convenience. Mail it today.

You are welcome at our Booth 203
Dallas Convention 1926

18-F-4

Nestlé's Food Company, Inc.

130 William St., New York City

Please send without charge a

Supply of Nestlé's Milk Food for clinical trial.

Comparative Analysis of Food and Vitamin Value of Various Foods.

(Please check items desired)

Name

Street

Town or City

State

Doctors residing in Canada please

address

Nestlé's Food Company of Canada, Ltd.

84 St. Antoine St., Montreal

